

## **How Women Are Cutting the Cost of Hair Care**

A recent survey of salon costs showed that a trip to the salon for routine care can cost anywhere from \$60 to \$75. Highlights and extensions can cost \$120 to \$200. What makes up this cost? This is comprised of products, cheap ones usually, and the hair stylist's time. Not to mention stylists will usually queue up several clients to maximize profits. This typically will waste the client's time since attention is few and far between.

Due to the down economy many women opt to purchase products for at home hair care. Purchasing high quality products and performing the work yourself costs typically 75% less than going to a salon. Curlers, flat irons, shampoos, conditioners, and oils are important products that are regularly purchased.

This trend is expected to continue for some time thereby making business for salons difficult while some higher end product manufacturers are enjoying the advantage of this trend. Quality hair products and careful application is really the key to optimum hair care.