



# Stylist Dialogue/FAQs

**Stylists! Your clients rely on you for product recommendations, and that includes informing them of the potential dangers of purchasing salon products anywhere other than salons. Here are frequently asked questions you may get from your clients about diverted salon products. Talk it up!**

<p><b>Q. What should I tell my clients about professional products that are sold at drugstores, grocery stores and the big retailers?</b></p>	<p><b>A.</b> Professional salon products sold anywhere but a salon have been obtained through the gray or black market. In many cases, these products have been proven to be old, counterfeit or tampered with. Some have even been found to contain bacteria! These products are called “<b>diverted products</b>,” because they have been diverted from their intended place of sale.</p>
<p><b>Q. They look like the same products I get from your salon. Wouldn't they be cheaper at the drugstore?</b></p>	<p><b>A.</b> No, they are rarely cheaper, and in fact, are <b>usually the same price or higher</b>. Because they have been obtained through gray or black market channels, and not from the manufacturer, <b>the price is often higher because these unethical suppliers have to make their margin</b>. Also, diverted products often go through more middle men, each of whom needs a cut.</p>
<p><b>Q. Why shouldn't my clients be able to buy professional salon products at Target or at the grocery store?</b></p>	<p><b>A.</b> That's a good question. One reason is that professional salon products have been developed hand-in-hand with professional salon stylists. The product benefits are specific to individual hair types and needs, and your stylist is best able to recommend the correct product for your situation, as well as demonstrate to you in the salon how to use the product correctly. If a customer buys a professional salon product without knowing how to use it, then uses it incorrectly, that customer is left with a negative impression of the product and its manufacturer.</p> <p>More importantly, <b>if you see salon products sold anywhere other than a salon, something is wrong</b>. The manufacturer does not want that product to be sold there. Someone has violated their contract, or purchased counterfeit product. <b>Salon product manufacturers will not guarantee their products unless they are purchased in a salon.</b></p>
<p><b>Q. Why should I care about this?</b></p>	<p><b>A.</b> First, because <b>your clients could be using products that are not safe</b>. Second, because <b>these unethical people are taking money out of your pocket</b>.</p>
<p><b>Q. How can all of us help in the diversion fight?</b></p>	<p><b>A.</b> Display and utilize the <b>Guaranteed Real</b> materials to stimulate conversations with your customers about diversion, and continue to educate your customers about the risk of buying professional products anywhere other than a salon.</p>

**For more information on diversion, and what the Beauty Industry Fund is doing to stop it, see [www.BeautyIndustryFund.com](http://www.BeautyIndustryFund.com)**