

area. They are working closely with manufacturer Bumble and bumble to create videos promoting the salon's designers and products.

"We want to produce a client-friendly video emphasizing our commitment to education, as well as showing uses for the products we carry," she says. "We believe that getting the customer's attention while they're waiting is valuable."

Decorating Do

Despite all of the useful applications salon owners are finding for television sets in their salons, many admit that getting attention—visually—was the initial reason they decided to incorporate TVs into their design.

"When I built this location, the TVs were part of the plan from the beginning," Sena says. "We knew we wanted a lot of them. There's something about having images all moving in perfect unison in your eye range that is captivating. Plus it just fits our image of having a high-tech, industrial look to our decor."

Cicala says that creating a modern feel was the reason he chose flat screen TVs for his salon space.

"People think they're very progressive and hip," Cicala says. "And the TVs take an otherwise stagnant space in the top part of our building and create a visual impact. It adds to the feeling that this is a cool place to be and that we are on the cutting edge." **st**



Flat screen TVs above shampoo bowls at this Toni & Guy salon in Plano, Texas add excitement to suds time.

New Programming

If you're looking for professional, client-targeted television programming for your salon, you might want to check out the soon-to-launch **SalonTV**. According to founder **Rob Angelino**, the company is in the process of creating "edutainment" programming for salons.

"We're looking to create generic salon programming with targeted episodes that will help salons upsell additional services," says Angelino, a Los Angeles-based entrepreneur whose background is in film and marketing. "For instance, there might be a segment that talks about why clients should consider how hair color complements a cut. It will offer tips about color and direct them to talk with their stylist."

Angelino, who has been researching the marketability of the company by talking with stylists and manufacturers, says the company's initial goal is to supply about 10,000 salons with TV sets and DVD players to broadcast SalonTV programming; a new DVD would be provided quarterly. The objective is to provide the equipment and programming free of charge to the salons. The revenue for the company will come from non-industry advertisers, such as movie studios and car companies.

The frontperson for SalonTV, says Angelino, is **Dean Banowetz**, a veteran salon owner and most recently the lead stylist on the television series "American Idol."

"He's got a great handle on education and knows the key words that will get consumers to purchase additional services," Angelino says.

SalonTV is also working on a half-hour cable TV pilot show (in English and Spanish) that would be similar to an "Entertainment Tonight" or "Access Hollywood" focused on salon services. Additionally, Angelino ultimately hopes to make SalonTV an integrated effort between TV programming and internet media.

For more information on SalonTV, or to be considered to receive a TV, DVD and programming from the company, contact Stormmaker Productions at 818-974-2774 or e-mail salons@salontv.com.