

Welcome

Welcome to the new look Bossy Goss!

The last few months have been an exciting time for Bossy Hair as we extend our reach and focus on delivering exceptional quality and personalized service to our clients.

We plan to publish this newsletter every three months to coincide with the change in seasons. We're very excited about Bossy Goss and hope that you, our valued clients, enjoy it!

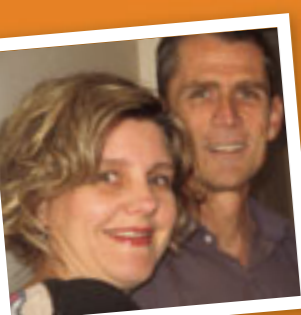
Each edition will be packed with style and fashion tips, special offers and promotions as well as news on what is happening in the world of Bossy Hair. We will mail one edition a year and email the others. If, at any time, you no longer wish to receive our quarterly emailed publication, simply click "unsubscribe" and we'll remove your details from our email database.

We hope you find Bossy Goss a valuable, worthwhile read, and if you ever have feedback, please email your comments to enquire@bossyhair.com.au.

Thank you
Michael and Antoinette Thorpe
Bossy Hair Australia

Salon News

Bossy Hair Franchise Growth



Bossy Hair founders **Antoinette and Michael Thorpe** opened their first salon in the Brisbane CBD in January 2000. Antoinette, herself a stylist

and colourist for more than 20 years, has worked with various royalty, rock stars and sporting celebrities. And Michael is no stranger to successful franchises – he was the original Australian Development Agent for Subway back in the early 1990s.

Building on their successful partnership, Bossy Hair is now nearing its 10th anniversary and many big events are planned to celebrate Bossy's decade milestone in business. Currently there are 10 salons open in Brisbane with two more Bossy Hair salons due to open in 2009. One company-owned salon will open at Airport Village, opposite DFO, in early July. Another Bossy Hair salon due to open in late 2009 is at Village Fair, Middle Park. It's an old BI-LO centre that is having a complete makeover and will include a Coles Supermarket and more than 40 specialty shops.

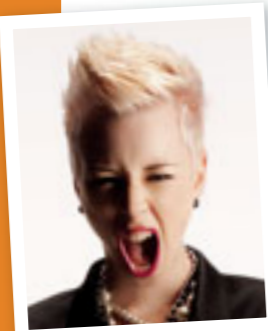
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Styling tips

What's hot for long hair

A regular 6-8 weekly Cut is imperative for long hair during the harsh winter months. Healthy shine, soft Gucci curl, and the blunt fringe are back with a vengeance. The fringe is back in many ways, short and blunt, choppy (think Mia Farrow) piecey or side swept (think Farrah and the 70's)

Regular treatments keep hair in tip top shape. Gloss colour – think anything rich: Aubergine, chocolate, caramel blonde, clean creamy blondes, apricot blondes. Lots of block colour with shapes of peekaboo foils. So effective for creating so many looks, yet easy to change in an instant for next seasons trends...



What's hot for short hair

The bob will never be old or forgotten. It comes in so many fabulous shapes and variations. This winter think Strong sleek linear bobs with lots of soft interior layers. For the courageous a shorter ear length bob with a strong fringe and some layered soft apricot and champagne blonde

foils peeking out from under the fringe, whatever shape it may be!

Sassoon fringes and shorter edgy styles are back. For the bolder clients you may want to try something asymmetrical. Being girly is back in a big way. Lay off the straighteners and try scrunching with mousse and finishing off with the triple barrel tongs for a sexy new look – beachy sun kissed shorter hair is also being seen on the runways this season.

Hair Expo 2009

Bossy Hair recently attended Hair Expo 2009, the largest hairdressing experience of its kind in the southern hemisphere. The Expo gives salon professionals the opportunity to discover the latest cutting edge trends and techniques from local and international talent and to source new products from the industry's leading suppliers.

Highlights of the Expo included on-stage demonstrations presented by industry icons where they showcased the latest products, technologies and trends for the future and the Intensive Education Program where we had the opportunity to work hands-on with some of the best educators in the world on fashion styling techniques.

Now we're armed and dangerous, having seen first-hand the hottest European-inspired hairstyles and colours for the coming season.



School's in for Bossy Trainees



Bossy Hair is really passionate about maintaining and improving the quality of our operations. In late 2009, the Spring Hill salon will be transformed into a new Bossy Hair Training Academy. All apprentices will be trained on a weekly basis at the new academy to ensure consistency of cut, style and service. Importantly, they'll learn how to give an amazing cut for every single type of hair. We call it "fabulous precision".

The Academy, which will be run by a specialist training manager, will also conduct creative training courses for seniors and franchise training for salon owners.

The benefits of head massage...

A head massage will help decrease muscle tension and at the same time help to improve the condition of your hair. Based on an ancient healing system, a head massage will help to relieve daily stress build up in the head, neck and shoulders. In just 10 minutes, a massage can promote relaxation and clear thinking - and the rubbing action to the head will increase blood flow, while nourishing the hair follicle.

This month, enjoy a deluxe head massage with conditioning treatment FOR FREE – available during July with every cut and blow-dry booked. Book in for your stress-buster gift from Bossy NOW!



...be fabulous

Most people don't want to be over-styled and over-charged with hairdressing. That's why Bossy Hair is committed to finding out exactly what our clients want from their salon.

Months of client research revealed that our clients describe us as "friendly, welcoming, professional, fun and good value." We thank you for this feedback. As a group, the company and the salon franchise owners are committed to raising the bar. Our brand essence is quality – quality of service and quality of our technical skills.

So, in a move to really connect with our loyal and growing client base, Bossy Hair has reassessed and refocused aspects of our presentation, our customer service and how we can add more value to what we do to take us into a new era of Bossy. In doing so we've introduced a new company tagline to reflect our core values and new direction – BE FABULOUS!

Bossy Hair is listening carefully to our clients needs, and delivering on all that you want and all that we say we will deliver. We want our customers to confidently express their personalities while we strive to consistently deliver the best knowledge and technical skills to match their needs. Delivering a refreshing dose of exceptional customer service and a cut and colour that really makes you feel and be fabulous!

The roll out of "be fabulous" extends from staff training through to store-fit out, with new stores featuring a warm, cosy and "fabulously elegant" ambience.

Another exciting development is the unveiling of Bossy Hair's new concept store at DFO on Airport Drive in July which will serve as a flagship store for the new Bossy look.

The photos which appear in this issue were completed by the Bossy Hair Artistic Team in April 2009 and will form the basis for our "be fabulous" campaign throughout 2009.

Be fabulous, look fabulous...

WIN the Ultimate \$3000 shopping spree!

Bossy Hair's new **Be Fabulous** slogan coincides with our upcoming 10th Anniversary, and to celebrate, Bossy Hair is giving away the Ultimate Shopping Spree - **\$3000 to spend at select fashion boutiques with the personal guidance of celebrity stylist, Tanya Arledge.**

It's our way of thanking all our clients for their fabulous style and support over the last ten years! We have really enjoyed assisting you in looking and being fabulous. xx

Between now and August 15, you get 1 entry into the draw for every \$50 spent.

So be sure to come in and visit your Bossy salon over the next six weeks for your chance to win!

Visit www.bossyhair.com.au for terms and conditions.



Focus on: Franchise Owners

The decision to buy a franchise or set up a new franchise can be a significant undertaking - especially during a tough economy. But for many interested in running their own small businesses, it makes sense to take the franchising path versus starting a small business from scratch.

We are lucky to have some of the best franchise owners in the industry who have helped make Bossy Hair a successful and growing brand in a very competitive market.

Here's a snapshot of our fabulous franchise network:



Ricky Pursehouse (Milton)

Ricky bought the Milton salon in 2006 and goes from strength to strength. He is an incredibly talented stylist that has built a huge stylish and loyal clientele at his Milton salon.



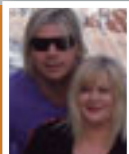
Jemma Carvolth (Bardon)

Jemma (now proud mum of two toddlers) has owned Bardon since 2006 and has been working with Bossy Hair for almost 8 years! Her clients and staff love her!



Bethany Probst (Yeronga, Upper Mt Gravatt and Buranda)

Bethany, her brother Cinton and parents, Berney and Alison are go-getters from country Queensland. Beth is only in her mid-20's but she is a true young entrepreneur.



Danny and Michele McGahan (Windsor)

Danny and Michelle have owned Bossy Hair Windsor for almost 5 years and have only recently sold Bossy Hair Albany Creek. Their focus and dedication has seen the Windsor salon grow into the strongest Bossy Hair performer of the group.



John Palmer (Albany Creek)

Taking over from Danny and Michele McGahan, John will be the new owner of Albany Creek salon from July 2009. A multi-skilled businessman, John is also a trained pilot.



Miro and Alex Klaric (Cannon Hill)

Hailing from Poland, Miro and Alex have almost doubled the turnover of Bossy Hair Cannon Hill since taking the helm less than 12 months ago. They are very hands-on and have a fantastic attitude towards their work and to Bossy Hair.



Cindy and Frederick Butt (Middle Park)

Cindy and Frederick originally come from the UK and have been living in Brisbane for several years. They will open the Middle Park salon in November 2009.



Antoinette and Michael Thorpe (Airport Village, Aspley, Spring Hill)

As well as overseeing Bossy Hair Australia and their three small boys, Antoinette and Michael are lucky enough to have a brilliant team of stylists working with them at their three salons.

Since Bossy Hair opened its first Brisbane franchise in 2001, the business has established a network of franchise owners. We are currently recruiting franchise owners to assist with our expansion across south east Queensland. If you know of someone who may be interested, please visit our website to learn more about our business opportunities at www.bossyhair.com.au.



Want to have your own Bossy salon?

bossy hair

...be fabulous

bossyhair.com.au

In between *Bossy Goss* editions, Bossy Hair will continue updating our website to ensure the most relevant resources are made available for all of our clients to see what's happening in the world of Bossy, what's hot (and what's not!), and latest promotions.



And remember, you can also book your appointments online with a click of a button.

Share the love 25% off



any service for you and a friend

Do you know someone who could love the Bossy experience as much as you do? Invite them to give us a try, and we'll give them **25% off their first visit**.

And, even better, we'll give you **25% off your next service** just for recommending us!

Be sure to grab a 'Refer a Friend' card from us at reception, and ask your friend to bring it along to their first visit.

So share the Bossy love... and share the savings!

Offer valid Monday-Thursday only. Offer valid only at salon where card issued. Not valid with any other offers or discounts.

bossygoss

OUR GIFT TO YOU IN JULY
Book your cut and blowdry this month and get a 10 minute relaxation **head massage and conditioning treatment FREE! (\$35 value)**
Only for July; book NOW and mention this offer!

- Airport Village
- Albany Creek
- Aspley
- Bardon
- Buranda
- Cannon Hill
- Middle Park
- Milton
- Mount Gravatt
- Spring Hill
- Windsor
- Yeronga

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