

*the salon*

CAMPAIGN  
GUIDE

FALL  
2026

# playbook

## Scalp Wellness

Featuring **SCALPTHERAPY™**  
and Eufora FOR HIM



eufora



## Everything Salons Need for Campaign Success

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# Why Scalp Wellness, *Why Now*

## The conversation is already happening.

Your guests already believe in skincare. They cleanse, they exfoliate, they layer serums, and they spend confidently to do it. Then they reach the one patch of skin that grows their hair, and the routine stops. The scalp is the most skipped step in modern beauty, and it is an essential conversation to have with your guests. Beauty starts below the surface.

Scalp wellness is not the next trend to ride out. It is a category your guests are researching on their own, buying on their own, and rarely discussing with a professional who can actually help. This Playbook hands you that conversation.

SHEDDING IS NOT THE SAME AS LOSS

the *opportunity* in your chair

Hair loss was once a quiet concern for older men. Not anymore. Roughly fifty million men and thirty million women in the US experience thinning, and the causes are more varied and more addressable than most realize.

The category is growing because awareness is growing. Your guests feel it in the shower, see it in the mirror, and notice it in the brush. What they are missing is a trusted professional to name it and guide them.

That trusted authority is you.



The first thing to help a guest understand is the difference, because the words carry very different weight. Many guests believe they are going bald when they are actually shedding, and the distinction changes the entire conversation.

**Shedding**  
Telogen Effluvium

Hair releases from across the whole scalp, usually two to four months after a trigger event such as stress, illness, surgery, rapid weight loss, hormonal change, or a nutritional gap. The thinning is even rather than patchy.

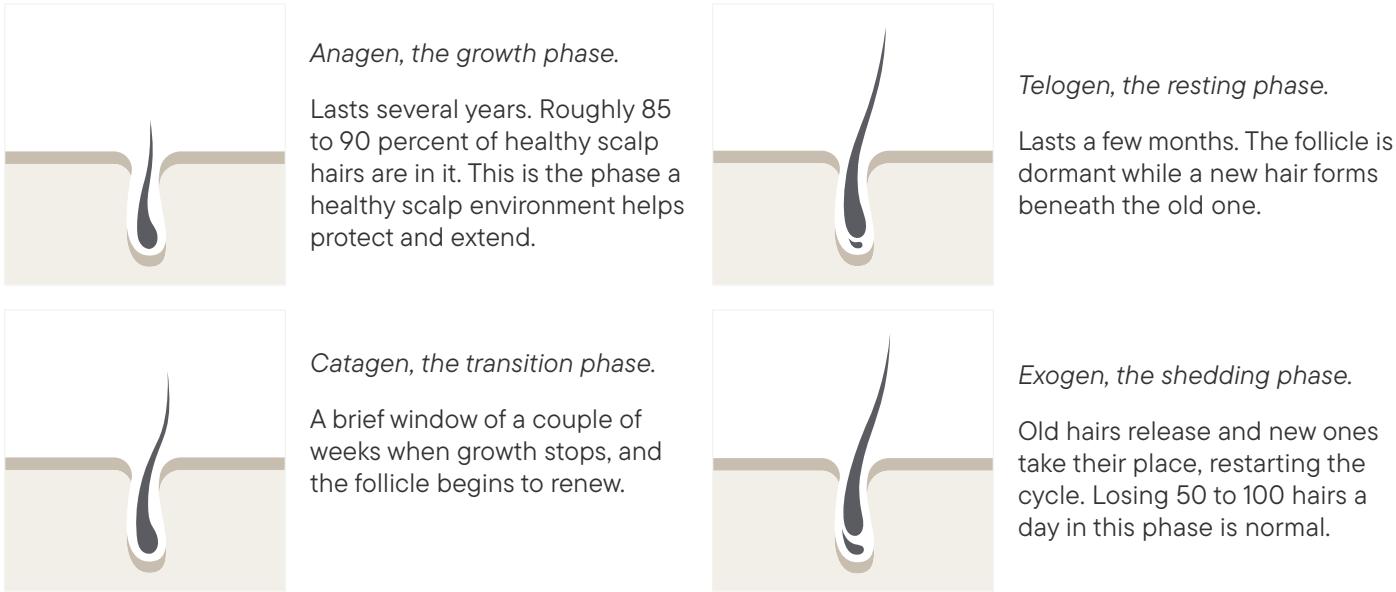
**Pattern thinning**  
Androgenetic Alopecia

The most common type in both men and women, influenced by genetics and follicle sensitivity to hormones. Follicles gradually miniaturize, and hair grows back finer and weaker without the proper support.



**The Hair Growth Cycle**

Understanding this lets you explain why real results take time and why starting early always wins. Disruptions to this cycle push more follicles into shedding or shorten the growth phase. This is also why a new regimen can briefly increase shedding before it improves: as the scalp environment is supported, hairs that were already in the resting phase release on their natural schedule, making room for new growth.



**What Drives Hair Loss in Women**

Female thinning is rarely one thing. It is usually a combination, and naming the likely contributing factors is what makes your recommendation feel personal and professional rather than generic.

**Genetics.** Female pattern loss is a wider part line, reduced density at the crown, and overall thinning without complete bald spots.

**Hormonal change.** Density shifts during perimenopause, menopause, postpartum, thyroid imbalance, and PCOS, now PMOS (Polyendocrine Metabolic Ovarian Syndrome). By age fifty, around forty percent of women see visible thinning as estrogen declines.

**Stress.** Physical or emotional stress, a divorce, a loss, surgery, or a major life change pushes more follicles into the shedding phase. It is the number one self-reported cause in surveys of women with thinning.

**Rapid weight loss and GLP-1 medications.** These can trigger telogen effluvium, and the rapid weight loss itself depletes the Protein, Iron, and Zinc that hair depends on. Most guests never connect the two. You can be the first professional who does.

**Nutritional gaps.** Low Iron, Ferritin, Vitamin D, Zinc, Biotin, B12, or Protein are among the most common and least recognized causes of shedding.

**What Drives Hair Loss in Men**

**Male pattern loss.** Over ninety-five percent of male hair loss is hereditary: a receding hairline, thinning at the temples and crown, and the progressive miniaturization of follicles driven by DHT sensitivity.

**Stress and health changes.** Men also experience telogen effluvium from illness, surgery, stress, weight loss, and nutritional gaps, the same diffuse shedding seen in women.



REFERRALS

# signs a stylist should *never* ignore

You are not diagnosing. You are observing, asking good questions, and guiding. When you see any of the following, the most professional move is to recommend the guest see a dermatologist or their physician. Early intervention often improves outcomes, especially with inflammatory or scarring loss, where the follicle itself can be permanently destroyed.

*Refer guests to a dermatologist or their physician when you see:*



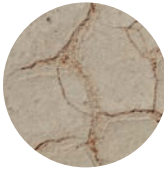
Sudden Excessive Shedding



Unresolved Itching



Bald or Patchy Spots



Visible Scarring



Excessive Scalp Redness with Sensitivity



Extreme and Rapid Thinning



Burning or Pain

Referrals build trust. It does not lose the guest. It positions you as the professional who knows the difference between what a salon can support and what needs medical care.



**At The Chair**

Hair loss is rarely caused by one thing. It's usually some mix of genetics, hormones, stress, nutrition, aging, and scalp health. Early intervention is your best bet for Scalp Wellness.

WHAT MAKES **SCALPTHERAPY™** DIFFERENT

the science, made *simple*

You do not need to memorize ingredient lists or complex chemistry to have a confident conversation. You need to understand what each technology is designed to do and why it matters to the guest in your chair.

**ProAmino Peptide Complex™**

The cornerstone of **SCALPTHERAPY™**. Eufora’s proprietary complex includes plant-derived Phytosterols, Amino Acids, Aloe Stem Cell technology, and essential B Vitamins, designed to support a healthier scalp environment and address the key factors associated with thinning hair.

Healthy hair begins at the follicle. Over time, DHT sensitivity, aging, environmental stress, hormonal change, and poor scalp health can all affect the follicle's ability to produce strong hair. The complex is designed to support the scalp and follicle on several fronts all at once, creating the optimal environment for healthier, fuller hair.

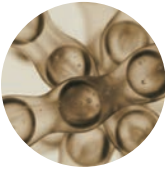
What it does:



Helps reduce the impact of DHT on the follicle



Helps maintain stronger follicle attachment



Supports healthy circulation and nutrient delivery



Delivers B Vitamins (B3, B5, B6, Biotin) that support keratin production

At the heart of the complex is advanced *Aloe Stem Cell technology*, which amplifies the natural benefits of aloe while supporting scalp vitality and oxygenation. Combined with the B-Vitamin blend, including Biotin, it provides the nutrients that help support stronger, healthier hair.



**At The Chair**

Think of **SCALPTHERAPY™** as daily nutrition for the scalp. It helps support the follicle, improve scalp health, and create the ideal environment for stronger, fuller hair over time.

**CoQ10 Nanosome Delivery**

CoQ10 is a powerful antioxidant found naturally in every cell. As we age, levels decline, reducing the energy available for healthy cellular function. Hair follicles are among the most active cells in the body and need significant energy to produce healthy hair. Nanosome technology delivers CoQ10, with Vitamins C and E, directly where it is needed.

**AHA + BHA Exfoliant Complex**

Just like the skin on your face, the scalp benefits from regular exfoliation. Dead skin, excess oil, product residue, and mineral deposits accumulate around the follicle and interfere with a healthy environment. This dual-action system uses Alpha and Beta Hydroxy Acids to cleanse both the surface and deep within the follicle opening.

Many scalp concerns start with buildup. This technology works like a facial for the scalp, helping remove what doesn't belong so healthy hair can thrive.

**Microbiome + Barrier Support**

A healthy scalp is a balanced one. Excess oil and product buildup can contribute to inflammation, while dryness or irritation can compromise the barrier. Both can affect the health of your hair over time. Willowherb, a clinically studied botanical, helps rebalance the microbiome and calm irritation, while Hyaluronic Acid and Niacinamide help to hydrate and strengthen the barrier, balance oil production, and reduce inflammation so the scalp stays comfortable and resilient.

**The SCALPTHERAPY™ Difference**

Most hair loss solutions focus on the hair. **SCALPTHERAPY™** focuses on the environment where hair is created. By supporting scalp health, follicle function, buildup, nutrition, circulation, and oxidative stress, it creates the foundation for healthier, fuller-looking hair at every stage of the growth.



THE COLLECTION

product, purpose  
& performance

SCALPTHERAPY™ is a synergistic system. Each product supports scalp health on its own, but is most effective as a complete regimen. Where most lines suggest one product as a standalone, this one invites them into a sequence, and that sequence is what produces the best results.

Most scalp concerns trace back to two moments: what happens before shampoo even lathers, and what happens to the scalp every day in between. Two new products answer those questions. Lead the collection with these, because they are the easiest way into the scalp wellness conversation and the most natural first purchase a guest will make.



**Balancing Pre-Cleanse**  
Scalp reset. Hair renewal.

Your shampoo cleans the hair and scalp, but it only goes so far. Between washes, hard-water minerals, oxidized product, and dead skin build up around the follicle, and a shampoo lather does not fully clear them. The Balancing Pre-Cleanse goes further, targeting exactly that buildup at the scalp.

Applied before shampoo on a dry scalp, it dissolves what a daily cleanse leaves behind. It works differently from a clarifying shampoo: rather than refreshing the hair, it targets the scalp itself, resetting it so that everything applied afterward, in the salon and at home, works as it should. Guests notice their shampoo lathers better, and their scalp feels truly clean and healthy.



**Hero ingredients**

*AHA Fruit Acids*, bind and dissolve hard-water mineral deposits and lift dead skin through gentle, clinical-grade exfoliation.

*Salicylic Acid (BHA)* is oil-soluble, so it travels into the follicular canal to clear sebum plugs and residue that the surface acids cannot reach.

*Willowherb Extract*, a clinically studied botanical that rebalances the microbiome and calms inflammation at the follicle.

*Sodium Hyaluronate*, draws hydration into the scalp tissue so the reset never leaves it tight.

*Organic Aloe Vera*, soothes and carries the actives evenly across the scalp, the phytoactive base in place of water.



*How to use.* Always shake first. Part dry hair in 1-inch sections, apply at the part line, and massage into the scalp. Leave on for 3 to 5 minutes, then wet your hair, and massage again as it lathers lightly. Rinse, then follow with your normal cleanse, condition, and treatment.



**Balancing Serum**  
Daily balance. Lasting calm.

Your guests already treat their face with a serum. The scalp is skin too, and it deserves the same daily care. This serum is a leave-on, lightweight, fast-absorbing daily treatment that works where comfort and balance meet. Restoring the scalp barrier and microbiome while easing tightness, itch, and sensitivity.

Where the Pre-Cleanse resets, the Serum nourishes and maintains. It is light enough to wear under a style in the morning and concentrated enough to apply generously before bed as an overnight intensive. For the guest who lives with tightness, itch, or sensitivity, this is the product that addresses the cause, not just the feeling.



**Hero ingredients**

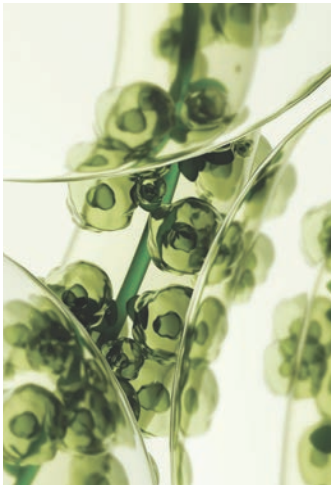
*Hyaluronic Acid*, binds water into the scalp tissue and eases tightness and sensitivity immediately.

*Niacinamide (B3)*, is the dermatologist's gold-standard barrier active. Strengthens the barrier, calms chronic itch, and regulates oil.

*Vitamins B5, C, E.* B5 penetrates the hair shaft and improves elasticity. C supports collagen synthesis at the follicle. E protects follicular membranes from oxidative damage.

*Willowherb Extract*, is a clinically studied botanical that rebalances the microbiome and calms inflammation at the follicle.

*Organic Aloe Vera*, provides immediate soothing and ongoing barrier repair, the first ingredient rather than an afterthought.



*How to use.* Daytime leave-in: a few drops to the scalp, focusing on areas of concern, then massage in and style as usual. Overnight intensive: apply generously before bed. No rinse.

THE COLLECTION

the *established* regimen

The proven Thickening line is a daily regimen that addresses density at the follicle. Each works on its own and in synergy with the others.

Thickening Cleanser

Sulfate-free and built on Eufora's ProAmino Peptide Complex™. Cleanses without stripping the scalp's lipid layer. Strength and elasticity improve with use.

Thickening Conditioner

Adds softness and shine for fine and thinning hair, with zero weight. The ProAmino Peptide Complex™ keeps working through the conditioning step.

Scalp Brush

A simple tool with a compounding effect. Silicone bristles exfoliate, lift buildup from the follicle, and stimulate circulation during the cleanse.

Thickening Treatment

The superstar engine of the regimen, with the highest concentration of Eufora's ProAmino Peptide Complex™ in the line. Leave-on, daily, cumulative by design. It interrupts DHT production, supports the follicle above and below the surface at once.

Thickening Supplement US Only

What the follicle can do depends on what the body supplies, and nutritional gaps are among the most overlooked, most fixable causes of shedding. A micronutrient profile calibrated to the growth cycle. Recommend a three-month minimum. It reaches what no topical can.



THE SCALP WELLNESS SERVICE

the *experience* you own



The back-bar scalp wellness service that turns a shampoo into a reason to return.

This is the part of scalp wellness no shelf can sell. It lives in your hands and at the shampoo bowl, and it works in two ways.

First, the scalp massage: a five-minute feel-good ritual you add to any shampoo, at no cost but your care and attention. It is what opens the conversation.

Second, the Scalp Wellness Treatment: a professional, bookable service built on Eufora's ProTreatment Scalp Remedy, the treatment that works on the scalp itself delivers the result.

The massage earns trust. The treatment earns the rebooking. Together, they give every guest something they cannot recreate at home.

The rejuvenating shampoo and scalp massage is step three in The Eufora Exceptional Salon Eight Steps To Financial Success program. It is a pressure-point scalp massage performed at the shampoo bowl.

Every guest looks forward to a great shampoo. A scalp massage, using gentle shiatsu-style pressure, turns it into an experience a guest can feel, remember, and want again. Touch is the point. The massage relaxes the mind and body, eases tension, and supports circulation at the scalp.

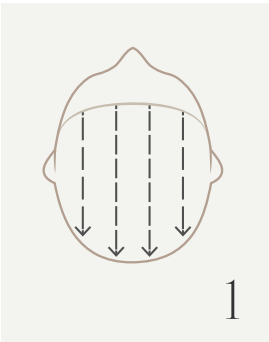
It costs nothing but your hands and your attention, it pairs with any service, and it opens the scalp conversation more naturally than any script.

Work the sequence. The principle is simple: every movement is press, lift, and reposition, never drag. Dragging disrupts the scalp and breaks the spell. Pressure, held with purpose, releases it. Rinse when the sequence is complete.

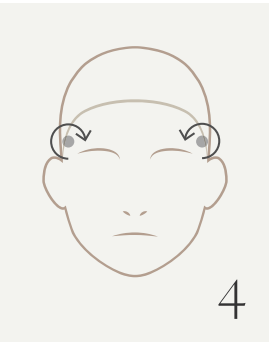


The Five-Minute Ritual  
That Sells Itself

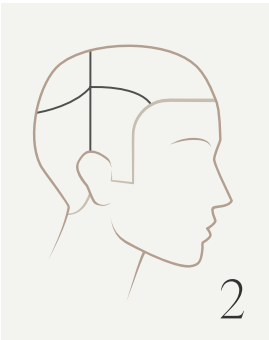
The Sequence, Step by Step



*The opening glide.* With flat palms, glide from the hairline to the nape in slow, continuous strokes, three to four times each side. This establishes rhythm, warmth, and trust before any pressure begins. Never lift abruptly.



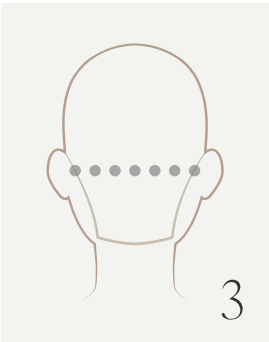
*The temples.* Place index and middle fingers on both temples and make slow inward circles, five to six rotations. Confirm the pressure is comfortable before you begin. This triggers the deepest relaxation in the sequence.



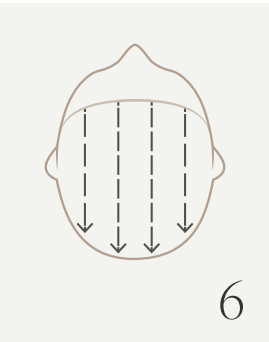
*The scan.* Part the hair at the crown, sides, and nape, observe as you begin. Say it aloud: "I'm just noticing what's happening with your scalp before we go on." This plants the seed for every conversation that follows.



*The four zones.* Using fingertips only, work firm small circles through all four zones in order: frontal, both sides, then crown, finishing at the nape. Lift and reposition between zones; never drag across the scalp. This is where circulation builds.



*The occipital ridge.* Place your thumbs at the base of the skull where the neck meets the head. Work small, firm circles across seven points along the ridge, ear to ear, three circles per point. This is the signature moment; most guests exhale here.



*The closing glide.* Mirror the opening exactly: slow full-palm strokes from hairline to nape. On the final stroke, pause and hold the nape for a full breath, then finish with a gentle hold at both temples. The symmetry gives the ritual a completeness that the guest feels without naming it.

Stylist Notes

Slow your own breathing before you begin. Guests unconsciously mirror your rhythm, and that is how the calm transfers. Do the pressure check before you start, not during. Silence is part of the service. Watch for the exhale. The occipital ridge almost always draws an involuntary breath. That is the signal you have found the right point and pressure. Never drag. Press, lift, reposition. Always.

THE SCALP WELLNESS TREATMENT

# PROTREATMENT

## scalp remedy ritual

Position the Scalp Wellness Treatment as a stand alone service or an add-on to any color, chemical, or cut-and-style appointment. It is not only for thinning. Anyone who uses dry shampoo, lives with hard water, colors their hair, or simply wants a healthier scalp belongs here.



**ProTreatment Scalp Remedy**

At the center of every Scalp Wellness Treatment is the ProTreatment Scalp Remedy Ritual. Delivering immediate soothing and calming to a dry, itchy, irritated scalp, making it an ideal first step for anyone managing a scalp condition.

It is built around two components: nutriBASE LITE, the lightweight professional foundation, and the concentrated Scalp Remedy Booster.

**nutriBASE LITE**

The professional base of the treatment. The Booster blends into it to customize the intensity for each guest. The blend is then applied to clean, damp hair and rinsed, so it treats the scalp without weighing hair down.

**Scalp Remedy Booster**

The concentrated active you mix into nutriBASE LITE to dial intensity up or down for the guest in front of you. Mix it into the base before application, then apply with a color brush directly at the scalp.

**Make It Your Professional Recommendation**

Never ask, “Would you like to add a scalp treatment today?” Most guests say no, because they do not yet understand the value. Instead, observe, educate, and assume they are booking.

**The Assumptive Close**

“As part of every consultation, I always take a quick look at scalp health, because healthy hair starts with a healthy scalp. I'm noticing a little dryness and congestion today, so I recommend adding a Scalp Wellness Treatment while you're here.”

**The Service, Step by Step**

**Consult and observe.** Open with a brief scalp look as part of every consultation. Name what you see, buildup, sensitivity, or thinning, and set the intention for the treatment.

**Cleanse.** Using URGENT REPAIR gentle detox shampoo, and rinse so the treatment goes onto clean, damp hair.

**Customize.** Following the treatment directions, mix the Scalp Remedy Booster into nutriBASE LITE to match the guest's concern: more for congestion and buildup, lighter for sensitivity and dryness.

**Treat.** Work the blended treatment through the clean, damp scalp and massage, using the Scalp Brush with light circular pressure to lift buildup and stimulate circulation. Leave it to penetrate, then rinse. This is the heart of the service.

**Condition and finish.** Condition, then rinse and style as usual. The ProTreatment work is done at the scalp; the finish is simply a clean, comfortable hand-off into the rest of the service.

**Recommend home care.** Close with the take-home regimen while the guest is relaxed and trusting: the Balancing Pre-Cleanse to reset between visits, the Thickening Conditioner and leave-in Thickening Treatment for daily support, and the Balancing Serum for daily calm.

Match the regimen to their concern. That is your best recommendation moment.

**Rebooking Language**

**Maintenance guest.** “Your scalp responded really well today. I'd recommend we continue this every six to eight weeks as part of your regular maintenance.”

**Dry or irritated scalp.** “I'd like to see you back in four to six weeks for another treatment so we can continue improving your scalp condition.”

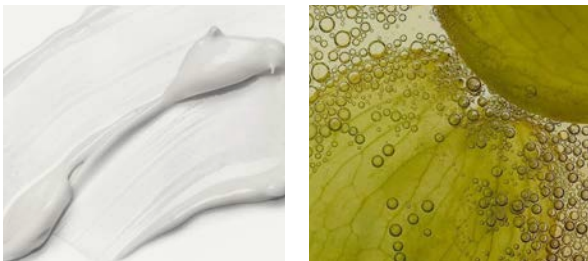
**Shedding or thinning concerns.** “Consistency matters. I'd recommend a series of three treatments over the next ninety days, and we'll track your progress along the way.”



**Timing Tip**

The minutes that the ProTreatment Scalp Remedy processes at the bowl are your best consultation time. The guest is relaxed, the product is working, and you can explain what is happening. Guests who understand the “why” are more likely to purchase the home-care ritual recommended.

The Back Bar Professional Service



THE GUEST CONVERSATION

observe. ask. educate.  
*recommend.*

A great recommendation starts with listening. These are conversations many guests have never had with a professional, and most are relieved someone finally asks. The **SCALPTHERAPY™** method gives every stylist one repeatable framework for every guest, every visit.

The Method

*Observe.* Look at the scalp as part of every consultation.

*Ask.* Use open questions that uncover triggers without creating fear.

*Educate.* Explain what you see and why it matters, in plain language.

*Recommend.* Match the concern to a solution, and assume the next step.



Questions That Open the Door

Instead of “You’re losing your hair,” try language that invites a guest in:

“I’m noticing some changes in density. Have you experienced any major stress, illness, hormonal changes, or weight loss recently?”

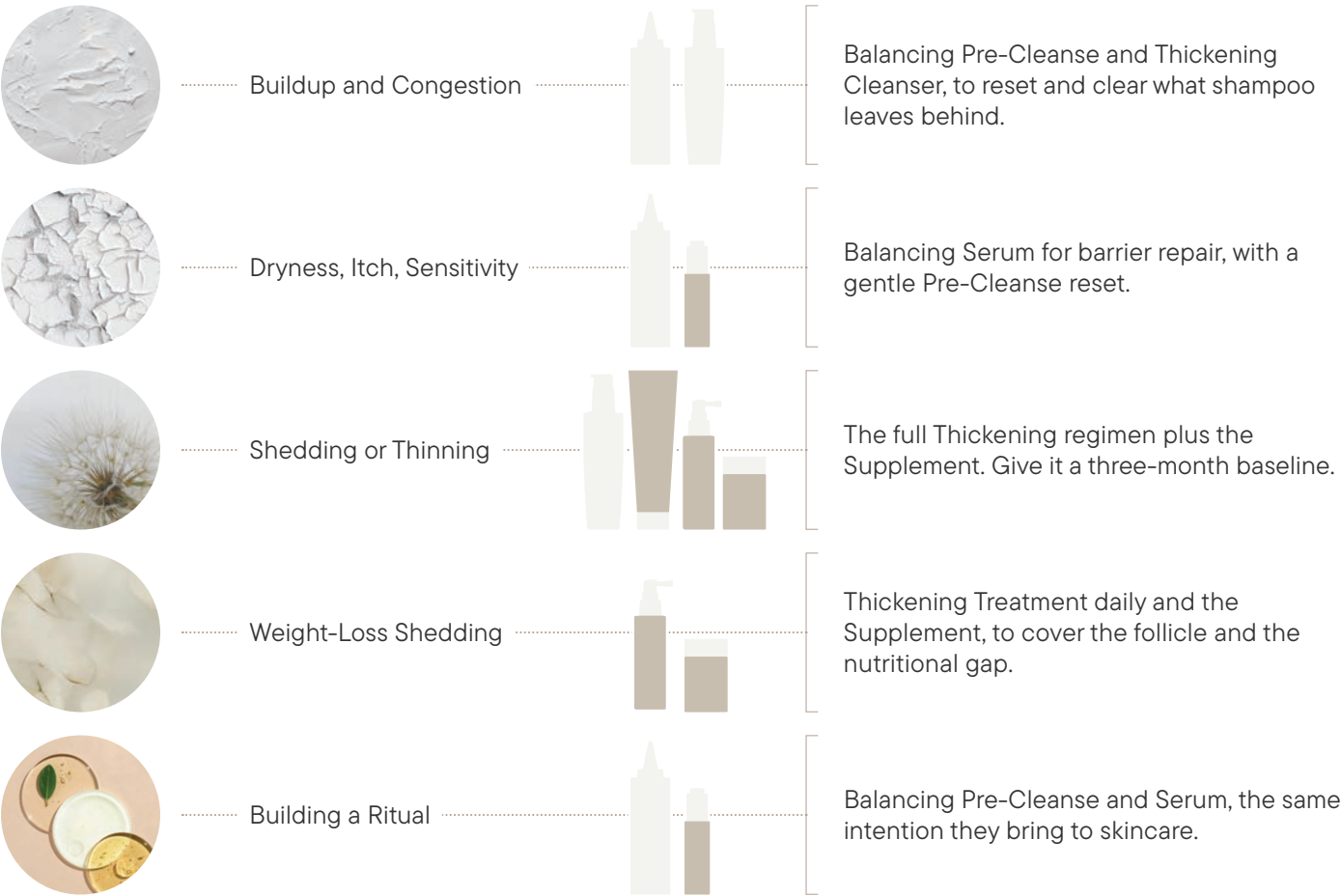
“How long have you noticed the thinning?”

“Are you seeing more hair than usual in your brush, shower, or on your pillow?”

“Have you noticed changes in your scalp such as dryness, itching, tenderness, or excess oil?”

“Are you on any weight-management medications? There’s a documented connection to shedding, and we have real options for it.”

Concern-Based Recommendations



Common Questions & Confident Answers

*Is it safe for color-treated hair?* Yes, and for keratin-treated, chemically treated, and relaxed hair. The Pre-Cleanse dissolves the minerals that dull color without compromising the treated hair, so most guests see improved vibrancy.

*How long before results?* Comfort and balance is immediate and within one to two weeks. Density needs about three months, the length of one growth cycle.

*Why might shedding increase at first?* As the scalp environment improves, hairs already in the resting phase can release a little sooner, so a brief uptick in shedding is normal. It is the natural cycle turning over, and it usually settles within four to six weeks.

*What about prescription medications?* **SCALPTHERAPY™** supports the scalp environment and nutrition that prescriptions do not address. Always have guests consult their prescribing physician before changing a routine.



EUFORA FOR HIM

the conversation  
he *wants* to start

The science does not change when the guest is a man. DHT, the microbiome, and the follicle follow the same rules. What changes is how thinning presents, how men shop, and how you open the conversation. Most men are concerned about hair loss long before they ever talk about it, and that is the opening.

Eufora FOR HIM was developed for the male scalp, which tends toward more oil, buildup, and congestion. It pairs daily scalp care with Eufora’s ProAmino Peptide Complex™ at the core of every formula.



**complete SHAMPOO**

More than a cleanser. Built on Certified Organic Aloe Vera, ProAmino Peptide Complex™, CoQ10, and botanicals that support the scalp. It cleanses while helping maintain balance, so the scalp feels clean and comfortable, never stripped.



**revitalizing TREATMENT**

Most men skip conditioner entirely. This changes that, delivering lightweight hydration and scalp support without weighing hair down. Conditioning is not only about the hair; a healthy barrier is essential to scalp comfort and function.



**scalp RESCUE**

The most targeted treatment in the collection is for guests with visible thinning or reduced density. Daily scalp support is delivered directly to areas of concern, where healthy hair begins.

**Styling Without Compromise**

Styling products that perform while keeping the same scalp-conscious philosophy without petrolatum or other follicle-suffocating ingredients. This enhances a guest’s daily grooming routine while staying aligned with his scalp wellness goals.

**Talking to Male Guests**

Lead with function and results, not beauty language. Open with simple, low-pressure questions.

“Have you noticed any changes in thickness or fullness over the last few years?”

“Do you feel like your hair is different today than it was five years ago?”

“Have you noticed more shedding or thinning around the crown or hairline?”

**At The Chair**

Many men assume hair loss is something they simply have to accept. The truth is that while genetics play a role, supporting scalp health early can make a meaningful difference.

BEHIND THE CHAIR BUSINESS

# building a *successful* salon culture

The campaign doesn't sell. The salon team does. Guests do not buy **SCALPTHERAPY™** because it sits on your retail shelf. They buy because a trusted professional saw a need, explained it, and recommended a solution. The goal is not simply to sell more. It is to build a team that talks about scalp health with every guest, every day, until home care recommendation becomes a natural extension of the service.



**Start With The Salon Team**

Before launching anything, ask one question: What motivates my team? The strongest programs are built around the people who bring them to life.

*The Educator.* Loves the science. Give them the deep dive and let them lead the training.

*The Competitor.* Thrives on a goal with a deadline. Keep it short, visible, and exciting.

*The Connector.* Builds trust naturally. Give them the consultation tools and let them run.

*The New Stylist.* Needs confidence more than knowledge. One product, one conversation, one week.

*The Skeptic.* Needs to try it first. Personal results convert faster than any training.

**Measure Behaviors, Not Just Sales**

The salons that win celebrate the conversations that lead to the sale, not only the transaction.

Make new ritual recommendations, complete regimen sales, repeat purchases, and Care Factor growth.

**Contests For The Team That Build Growth**

*The Scalp Consultation Challenge.* Every stylist completes a scalp consultation with every guest for two weeks. The winner is often the one who asks the most questions, not who sells the most (use the Eufora Guest Consultation form).

*The Ritual Builder.* Most complete rituals sold, three or more products in a single visit, across the campaign. Everyone gets practice, and the habit sticks after the contest ends.

*The Personal Best.* Each stylist competes against their own baseline. A stylist with a low Care Factor and one with a high Care Factor both have room to grow. One home-care add-on product a day moves the number.

A small lift per guest, across hundreds of guests, becomes transformative.

**Incentives That Inspire**

The incentive that works is the one that fits your culture.

Let stylists choose products they want to try, because those who use what they sell are your most credible advocates.

Reward everyone who hits a milestone, not just one winner.

Cover education for a stylist's top choice, because a team you invest in invests back in the business.



MERCHANDISING THAT STARTS CONVERSATIONS

the *disruptor* table

Retail does not begin at checkout. It begins the moment a guest becomes curious. The Disruptor Table is not just a display. It is a conversation platform and your silent salesperson, working all day, every day.

Guests come to the salon expecting hair care, they do not always come expecting scalp care. That is where the opportunity lives. The table creates a pause, a moment of curiosity, a reason to pick something up and ask a question. The retail wall is where products wait, The Disruptor Table is where they work.

Why It Works

*It interrupts routine.* A regular guest follows a mental map of your space. A table in their path forces a visual reset, and that moment of attention is your window.

*It creates curiosity.* Most guests know when their hair feels dry. Few know when their scalp is unhealthy. The display introduces a concern they may not yet recognize.

*Touch drives purchase.* Physical contact raises purchase likelihood sharply. The moment a guest feels how lightly the Serum absorbs, the gap is closed. Keep testers open and front-facing, never behind the desk.

*Systems sell better than products.* Guests buy a solution they understand, not an ingredient. Present **SCALPTHERAPY™** as a complete ritual, and confidence rises.

Build It Around Three Ideas

The most effective displays are simple: the problem you help solve, the solution that addresses it, and the result the guest can picture. Guests buy results, not ingredients.

Where to Place It

Three zones outperform the rest. The arrival zone plants awareness before the service. The consultation zone, near the chair or shampoo bowl, turns the display into part of the conversation. The checkout zone catches the guest ready to act. If you can choose only one, choose where consultations happen, because conversations drive sales more reliably than transactions.

Keep It Alive

A display that never changes becomes invisible. Refresh the signage, move products, rotate the featured ritual, and make the gift highly visible, never hidden behind the desk. The goal is not perfection, it is discovery.



Digital Marketing Support

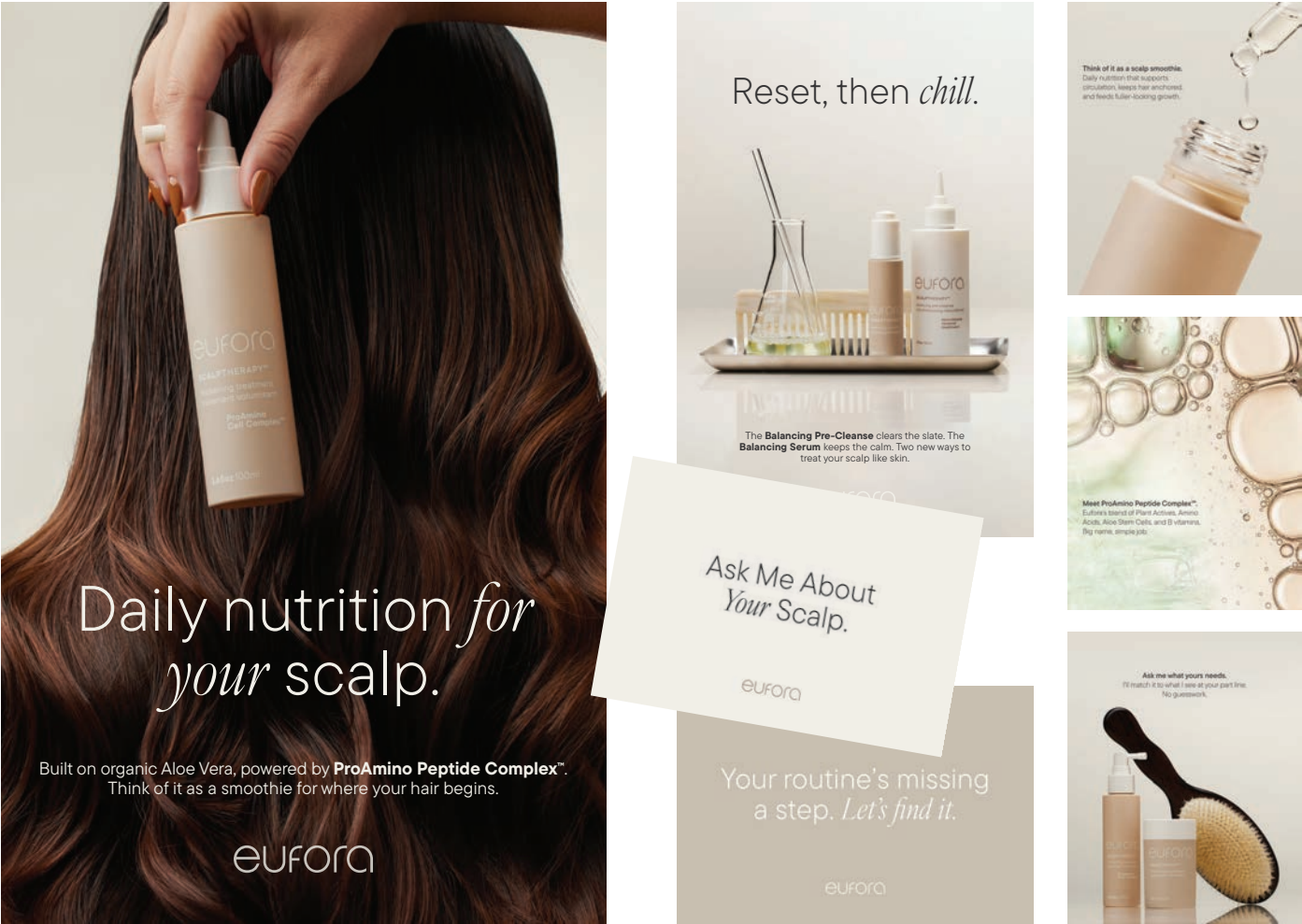
*The work happens in your chair.* These digital assets help a launch land and carry through the season. Download them at the main resource page under salon support at eufora.pro.

*Social Toolkit.* Ready-made posts with captions written for you. Your feed brings guests in. Start with one, then build a schedule for the campaign time frame.

*Posters.* Print-ready, each with a single idea read from across the room. They teach while a guest waits.

*Display and Mirror Cards.* For the table and the station. They turn a quiet moment at the mirror into a conversation starter.

They work together to support the messaging of the campaign. There are also beautiful product images on the site for you to download for other marketing purposes you may have.



THE OFFERS

everything to *launch* & grow

Each offer is designed to put the right products in the right hands at the right time. Salons may purchase as many of each as they choose. Contact your Eufora representative, and visit **eufora.pro** for all deals and support.

**Offer One**

Scalp Wellness Salon Campaign

The flagship buy-in. One pre-packed kit with everything you need to launch the campaign, serve guests, and build home-care momentum from day one. The buy-in also includes the full collateral set: consumer brochures, the Consumer Display Card, the salon letter, and this Playbook.

*For the salon:*

- 2 Thickening Cleanser
- 2 Conditioner Treatment
- 2 Supplement
- 2 Eufora FOR HIM complete SHAMPOO
- 2 Eufora FOR HIM scalp RESCUE

*Gifts, the consumer items that drive the campaign:*

- 4 In-shower massage brushes
- 2 Revitalizing Treatment

Put the gifts where guests can see and touch them, and the question shifts from whether to buy to which products to take home. *There are two ways for guests to earn them:*

The **SCALPTHERAPY™** guest who buys any two Thickening products receives the in-shower massage brush free.

The Eufora FOR HIM guest who buys Complete Shampoo and Scalp Rescue receives the Revitalizing Treatment free.

**Offer Two**

Balancing Launch Kit

*The two newest products in one focused launch kit:*

- 6 Balancing Pre-Cleanse
- 6 Balancing Serum, special introductory pricing
- + Consumer Display Card
- Launch letter

The easiest way to introduce the reset-and-calm story that opens the scalp wellness conversation.

**Offer Three**

ProTreatment Scalp Remedy, a professional back bar service offer.

*The Pro Pre-Pack includes:*

- 1 nutriBASE LITE, 33.8 fl oz
- 2 Scalp Remedy Booster, 6 fl oz
- + ProTreatment Scalp Remedy Ritual Card
- Salon Letter

Your distributor or Eufora representative has current pre-pack pricing and savings for your market.

**How They Work Together**

A guest who feels the ProTreatment professional service at the bowl and leaves with at least the Pre-Cleanse has started a habit. A guest who adds the Serum on the next visit has deepened it. These are not separate sales. They are sequential conversations that build on each other.

**Setting Up for Success**

Before you go live, five things should be in place:

- 1 Your team is fully trained on the story outlined in this Playbook. That is where the campaign starts and thrives.
- 2 Your Disruptor Table is set with testers open and the gifts visible, and the salon is merchandised.
- 3 Your team has used the products personally. A stylist who has felt the Pre-Cleanse or Serum on their own scalp will recommend it to their guests.
- 4 Your team contests are chosen and ready to go.
- 5 Your social media is planned.



