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WELCOME!
NEW GUEST Packet

It is so nice to meet you! Here are some nuggets of info about me!

Hello, it's my pleasure to have you at the Shear Underground! My name is Laura, and I am so glad you made the cut! The "Underground" is a home-based salon suite. This is a referral only salon, where I can offer a customized approach to hair care. I also work at the downtown Beauty Bar, where things are always happening. Whether you prefer a customized approach, in a smaller, unique venue, or the swanky, most happening spot in town, with a full-service bar! The beauty of this relationship is that you always have options!

I am so passionate about this business of beauty that I have created my own salon suite in my home. The business model is one that allows a more personal and customized approach to your personal style. We chat about what your goals are, what your lifestyle and budget are and come up with a plan to design the best-looking hair ever! I make sure that you have the knowledge and the tools to style your own hair and come up with a maintenance schedule, so you always look and feel amazing. With options, the possibilities are endless!

A LITTLE ABOUT ME--

I was born in Pennsylvania and raised central New Jersey. The mountains were calling so about 13 years ago I moved here from South Florida and have never looked back! This is my home; my community and I LOVE the natural beauty of the colorful state of Colorado!

I am a formally trained artist with a college degree in Fine Art. I LOVE LOVE LOVE-did I say LOVE color! I am inspired by COLOR! I love nature and that is where I get my inspiration from in order to customize your hair color! Ask me about tree bark, and I can show you the journey of how it relates to hair color! I love soulful conversations, being out in nature, snuggling with my puppies!

MY TAKE ON HAIR--

For years, I felt intimidated by hair stylists. I want hair to be simple, fun, and easy. Life is short, spend it living a beautiful life!

When you join me in the salon, you will find the way we consult about color, choose your cut, and finish your style is completely different than anything you've experienced before.

I will set you up for at least eight weeks of success between visits by teaching you how to style, what products to use and how to maintain the look. I specialize in lived in color, grey blending, customized blondes and hair extensions. So the possibilities for great hair can fit into any lifestyle!

PRE-VISIT--

If you are heading to the Underground—

You'll receive a text reminder 48 hours prior to your visit. This is the reminder to let me know if there are any changes you have or may not be able to make it.

Have a question? You can reach me anytime at hello.shearunderground@gmail.com, please give me 48 hours to respond.

If you are heading downtown to the Beauty Bar—

You'll receive a text message to confirm your appointment 48 hours prior to our scheduled time to meet and the friendly front desk staff will give you a reminder confirmation via phone 24 hours prior to your arrival. There is off-street parking available, and parking can be paid through the PARK MOBILE APP, there is parking in the Kiowa City Garage, and Parking in the Square Lot across the street on Tejon.

BETWEEN APPOINTMENTS--

If you wish to share an email--Keep an eye out in your inbox because I will support you with free monthly specials, pro beauty tips and styling tutorials.

BE MY GUEST--

I will take time navigating your first visit with me and all future appointments to ensure you get exactly what you need each visit without keeping you in my chair longer than you need to be.

If you are visiting my home salon suite, I LOVE to cook and bake so don't be surprised if I greet you with a plate of cookies or some other yumminess I have put together for your visit.

If you are visiting the downtown Beauty Bar, we have an amazing menu of hand-crafted cocktails, mocktails, coffee, lattes, teas, complimentary spa water and or sodas, and are waiting to serve you! Consider booking a world class manicure and or pedicure, waxing, lash extensions, facials, spray tanning, teeth whitening, make up application, and much more!

FOR YOUR VISIT--

- 1) Please arrive 10 minutes before your scheduled appointment time.
- 2) Parking—
 - a. If you are coming to my home suite, there is street side parking in front of the house, or on the right side of the driveway.
 - b. If you are headed to the downtown Beauty Bar, there is designated parking off-street, or in local parking garages/lots.

A CONSULTATION LIKE YOU HAVE NEVER SEEN--

Have you ever been nervous to get your hair done, especially by a new stylist?

That won't happen here. Through my innovative consultation process, you'll be 100 % confident, relaxed, and excited from start to finish. We will talk about your past, present and future hair goals to ensure we create a sustainable plan you absolutely love.

YOUR BETWEEN VISIT SUCCESS PLAN

Whether you see me for extensions, cut, color, or a little bit of everything....I've got the perfect plan to ensure you look amazing between visits.

I suggest my signature Trifecta Method to all of my clients.

I will walk you through exactly what steps you'll need to take at home to execute the perfect color and style between appointments.

Suggested Maintenance Schedule

Cuts – 3-12 weeks

Single Process Color- 4-6 weeks

Balayage

4-6 weeks glaze or

4-6 weeks face frame highlights

8-12 weeks Balayage

Highlights

4-6 weeks glaze

8-12 weeks Highlights

Extensions 6-8 weeks

MY SERVICE MENU (Prices noted are "starting at" and will increase based on your hair history, hair density, as well as any extra product that is needed in the coloring process)

Loyalty Program

Who doesn't love treats? I know I do! I want to reward you for your referrals. I have a feeling you have some pretty amazing friends, family and coworkers who might love joining the Shear Underground family.

For every referral that is booked for a service you will receive \$15.00 off of your service and the person who is referred will receive a complementary deep conditioning treatment.