

The

PHILIP PELUSI

Dream Book

A Cut Above the Rest®



WE ARE...



NE^{XT} GEN HAIR
@PHILIP PELUSI®

Who we are.
What we do.
& Why we do it.

who we are...
Philip's Story

Your Path to a Dream Career.
It's only just the Beginning.

Philip Pelusi

Revolutionary Concepts...
Personal Core Values...
Visionary Passion...

The Philip Pelusi Culture:

“CREATE AN
ENVIRONMENT
FOR A LIFE TIME
OF GROWTH”

“CREATE UNIQUENESS &
EXCLUSIVITY IN
EVERYTHING WE DO”

“DESIGNER CREATIVITY & TALENT
ARE THE STARS OF OUR SALONS”

“ALLOW DESIGNERS TO FOCUS ON
WHAT THEY DO BEST...CREATING”

“ALWAYS BE A CUT ABOVE THE REST!”

We Are...

We are an amazing innovative company.
That is evolving and reinventing at all times.
Leading and progressing. A relevant leader in
the beauty and hair world. Treating all with
dignity as we evolve. Acknowledging all who have
contributed to our growth. Supporting them through
changing times. Adjusting to meet the everchanging
landscape. New think: The way we think.
Revising our roles and titles. Encourage relevant
thinking. Transforming how we speak, how we train, how we
interact. Acknowledge the diamonds among us. We support
education with our student payback program. We support
higher wages with our innovative advancement
programs. We are a force for growth. We develop talent.
We value the creative spirit.

We are creating the mood for change.



We Provide...

- World Class Education
- Exceptional Service
- Our designers spend countless hours in ongoing education through their career paid and provided by Philip Pelusi!
- A state of the art training facility for our designers.

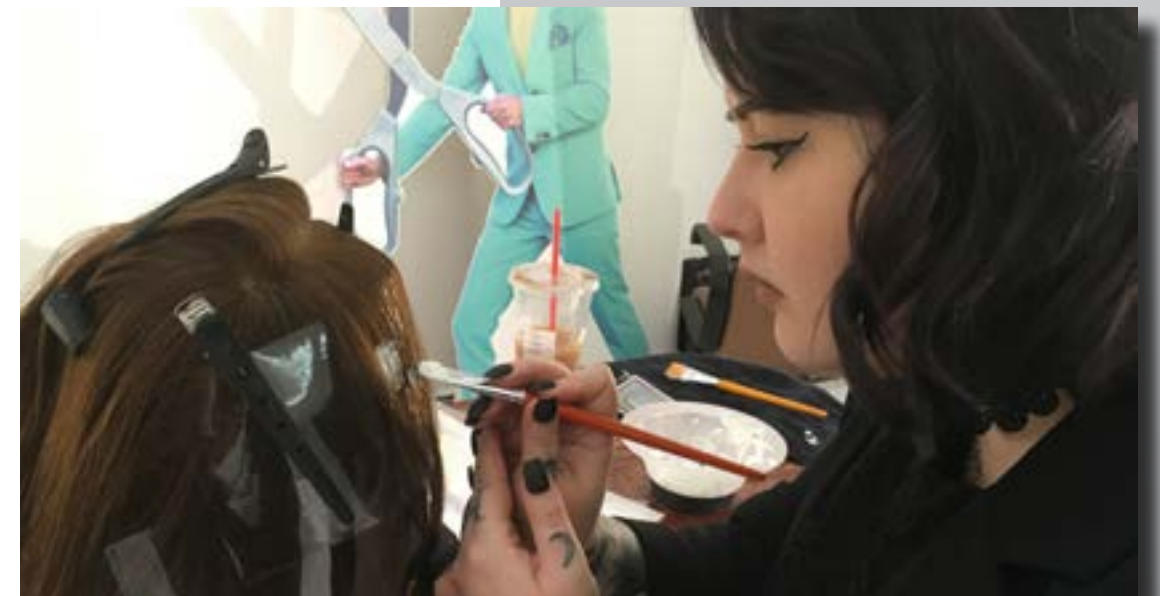


- Patented and trademarked cutting techniques, featuring the Philip Pelusi Volumetric Method.
- Extensive training in hair color, hair design, hair cutting, hair care and product training and product specialist training!
- Up to 200 hair design specialists with designated training to enhance the special talents they possess!!

We Provide Talent Specialists Training for:

- Short Hair Cutting
- Long Hair Cutting
- Curly Hair Cutting
- Men's Hair Cutting
- Fine Hair Specialists
- Hair Texture Specialists
- Dream Hair Treatments
- Hair Care Specialists
- Hair Color Specialists

- Hair Styling Specialists
- Beauty on Demand Specialists Team
- Our Team will Bring Beauty to you for Any Occasion
- Beauty to Go
- Bridal Specialists
- Extension Specialists
- And More!!!



- We provide a personalized consultation to achieve the look you want.
- To create the maximum potential to your hair texture, hair cut, hair color and design.
- Recommendations for your health and wellness of your hair and scalp!
- Just as your skin requires maintenance so does your hair and scalp! Because you wear your hair every day.
- Custom hair texture and smoothing treatments for all types of hair.
- We have the treatments to embrace and enhance the hair you have.
- Our design specialist will guide you in maintaining your hair at home.
- We provide a Beauty on Demand team that will come to you wherever you are.



Fine, Curly, Dry, Oily, Damaged,
Combination Textures, Scalp Issues;
We Are The Hair Specialists!!

We provide world class products created by the product artist and master Philip Pelusi!!! Our P2 performance professional products and Tela Beauty Organics by Philip Pelusi with the highest quality natural and organic ingredients that are Sulfate free, Paraben free, Formaldehyde free, Gluten free, Salt free, Vegan Color Safe and Propylene Glycol free.

*Tela*TM
Beauty Organics
by Philip Pelusi



Our Guest Service Concierge team will assist you in finding the right stylist for your hair. Facetime consultations save you a trip to the salon by discussing your hair desires and provide a quote so there are no surprises when you check out!!



We provide a welcome atmosphere for all with exceptional service and a positive experience.

Career Coach

Career Path Desires

At Philip Pelusi we pride ourselves in developing talent and giving our designers the opportunity to grow and experience creative fulfillment in their chosen career.

We will provide you with a career coach so that throughout your career, you will have career planning discussions that will include the areas you would like to grow into as you progress throughout your career. These discussions will start from the very beginning of your employment with your filling out of the “Getting To Know You Form”. This will start us off with a career understanding of who you are, how you work and learn best, as well as, any future career aspirations you may have.



Creative Career Opportunities:

Trend Haircut Presenter

Become a Buzz Agent

Trend Hair Color Presenter

Beauty on Demand Group

New Hire Technical Trainer

YouTube Video Creator

Product Testing/Development Team

Talent Squad Member

Product Education Specialist

In Salon Educator

Volumetric Master



Salon Leadership Opportunities:

Creative Consultant

Creative Talent Developer

Creative Talent Development Leader

Creative Talent Group Leader



we do...

Incredible Things

EACH YEAR OUR
DESIGNERS CREATE...

143,000

Guest Service Visits



30,000

Healthy Hair Treatments




84,000

Color Services



30,000

Male Visits

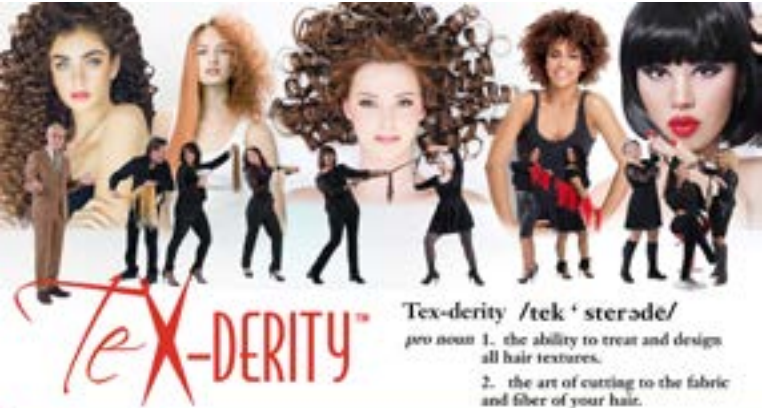


Philip Pelusi
Creating Successful Careers Every Day

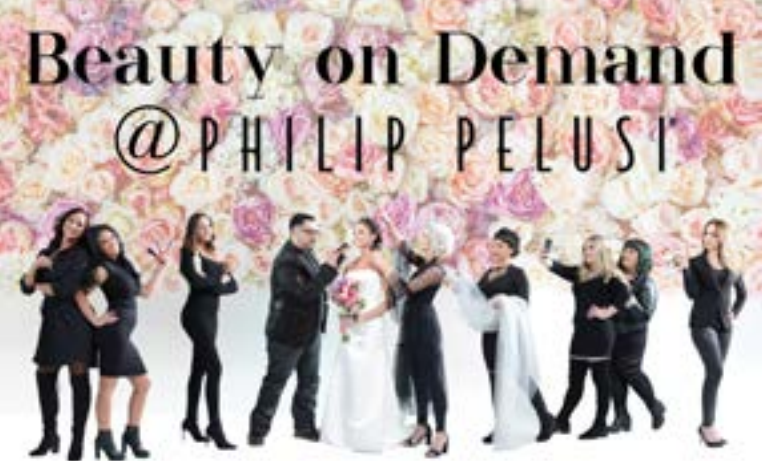
career planning discussions Subscribe to a “Tribe”

At Philip Pelusi you have the ability to pick and choose the types of services that you want to specialize in due to the large demographic pool of Guests that are attracted to our salons. This is the result of the years of reputation building and iconic marketing that Philip has painstakingly crafted over the last 50 years. Philip is constantly working to make sure our Guests and future potential Guests know we have designers who specialize in each and every service that they may desire.

These “Tribes” of likeminded designers are brought together within our organization to share and inspire each other with their creative and technical expertise.



@PHILIP PELUSI® The Hair Texture Group @PHILIP PELUSI®





NEXT GEN MEN™
@PHILIP PELUSI®

Do you love crisp lines and a fresh fade? Next Gen Men at Philip Pelusi will train you in everything you need to know to create the freshest and tightest men's precision cuts. We take men's styling seriously and want you to become a certified men's grooming specialist. From precision and clipper cuts to beard trimming and waxing, your male clients will walk out of the salon looking A Cut Above the Rest every time.

THE COLOR GROUP @ PHILIP PELUSI®
We Paint Hair™

Do you dream in color? The Color Group at Philip Pelusi is created of color specialists certified in the art of hair painting. Through advanced on-going training at Philip Pelusi you will always be ahead of the color trends.



Tex-derity is the ability to treat and design all hair textures. Through hair texture training you will learn how to cut to the fabric and fiber of the hair. Specializing in natural curls, volumized, smooth, full, straight and anything in between; Tex-derity is hair care that delivers all the elements.

Beauty on Demand
@PHILIP PELUSI®

Beauty on Demand at Philip Pelusi understands the importance of looking and feeling your best. They provide on-site beauty services for bridal parties, special events, proms or even a simple at-home blowout for the guest that's on the go.

If you love hair crafting, cosmetics and making your guest feel pampered try out for Beauty on Demand at Philip Pelusi and take your creative skills on the road.





The **Rising Stars**

allow your talent to shine **Rising Stars**

At Philip Pelusi, we recognize talent the moment we see it. We encourage the creative mind and want you to see your full creative potential as a designer.

The Rising Stars at Philip Pelusi shine through their drive to be ahead of the next big trend, their passion to always make their guests feel and look their best and to never stop learning.

"You can become a Philip Pelusi Rising Star! Join us and we will work with you to develop your talent and watch your creativity soar!"

Philip Pelusi



love cutting? Become a Volumetric Master



To be a Volumetric Master means to be a trail blazer in your salon. Your dedication and passion for the craft of cutting is unmatched against others. Achieving Masters status comes from a love of learning, wanting to perfect your talent and advancing in all of the Volumetric levels.

Once you have achieved the A5 level of advancement with 90% guest retention you are officially a Volumetric Master. Our current team of Volumetric Master's represents 35 plus years of embodiment of the Volumetric skill through their fine of craft of the patented Volumetric technique.



**“I am so proud of the Masters Team. The Masters have achieved the status of commanding \$60 to \$100 for a Volumetric Haircut!”
- Philip Pelusi**



Our Volumetric Masters in no particular order:

Regina M., Denise M., Danielle T., Melissa L., Johnna M., Tracy S., Julie V., Barb L., BJ H., Christy S., Roseanne D., Jennifer L., Marylou B., Beth D., Lori L., Danette S., Teresa B., Tim D., Wesley S., Marylou M., Melony N., Kate V., Charles D., Tina H., Joe S., Joanne R., Monica M., Sandra W., Renee O., Sherry R., Daniel H., Anthony R., Kristen P., Jeffrey R., Heather H., Daneen C., Rita K., Katrina O., Lisa K.





The

Volumetric Masters



love product?

Become a Product Specialist

Philip works closely with his team of in-salon Product Specialists when developing new products for his hair care lines; P2 by Philip Pelusi and Tela Beauty Organics. Philip develops each product with the best ingredients he can find, like a chef, creating a unique experience for every hair type and need.



Product Education classes are held monthly at Philip Pelusi's training center; SPACE. Each class is led by Philip Pelusi Product Expert, Nikki with the accompaniment of other Product Specialists. Classes give you insight into the ingredients and chemistry behind the formulation. This will give you knowledge behind the chair in choosing the right product for your guests.



In the role of Product Specialist, you work with a team of others through in-salon product testing. This is a hands on experience to get to know the composition of the new products and how they react with different hair types.



Healthy Hair Treatments

Philip Pelusi's Healthy Hair Treatments are created to give your guest a spa experience for their hair. Your knowledge of healthy hair add on treatments will grow through healthy haircare classes. Familiarizing yourself with this variety of treatments utilizing the P2 product line will allow you to pair your guests specific hair needs with the perfect treatment and increase your ability to grow your beauty at home sales.



philip pelusi training
Learn to Lead. Learn to Educate.

Artistic Leadership & Educator Training @ SPACE

Held every month, these classes are designed to help our Designers progress into career long roles as Educators and Artistic Leaders. While some classes focus on technical development and salon leadership, others assist in building talent development skills such as coaching and mentoring creative personalities.

At the Philip Pelusi Salon and Product Group, we believe there are many ways to work within the hair industry, other than solely working behind the chair. Having the ability to advance and stay within the industry that you love for decades to come is not only a process that we believe in... but are willing to invest in.



“Volumetric Haircutting is Texture Management.”
- Philip Pelusi

Earn While You Learn

Through leadership and Train-the-Trainer Classes you will be paid to learn while working to transition to a new role and furthering your career.

Leadership Training for Educator Specialists and Artistic Leaders

Learn how to Coach and Educate Creative Talents

Master Advanced Consultation Skills for Artistic Leaders

Learn to Train and Lead Designers through Volumetric Cutting

How to “Train and Implement” a Successful Consultation in the Salon

Learn to Lead in the Moment and help Designers create their own success

Learn how to Develop and Mold your Leadership Presence

Learn how to be an Artistic Leader

Learn to Present like a Pro

philip pelusi training

A Life Time of Learning

Learn Forever

Advanced Volumetric Techniques:

@SPACE perfect your Volumetrics Cutting skills throughout your entire career with specialized advanced classes held by appointment in an intimate class environment designed to enhance the cutting skills of our most advanced levels of designers.

Volumetrics is Philip's patented precision cutting method that allows our designers to cut to the fabric and fiber of your hair. Whether volumized, smooth, full, curly, straight or anything in-between; Volumetric's allows you the technique to create a custom tailored haircut for any hair type.

Product Training:

Philip's passion to constantly offer the best products with the best ingredients means they are ever changing and improving. We offer constant product knowledge update classes to keep your product knowledge in the know.

Philip Pelusi Trend Hair Color and Trend Haircutting Showcase:

Several times a year you will see the latest trends in Hair color, Haircuts, and Styling presented by the Philip Pelusi Salon and Product Group.

Advanced Hair Color Knowledge Class:

Held at SPACE and in-salon several times a year, these classes are designed to keep your color skills top-notch and reflective of the ever changing trends.

Monthly Creative Workshops:

Learn about all the latest updates on products, services, and salon marketing each month in our Creative Technical Workshops.



build clientele

Your Booking Agents



Allow Your
Talent
to Build Your
Book

The Booking Agents assigned to you will match you up to the type of Guests you want to service and build your career on. They will support and promote your skills and desires and work to develop Guests who need and want your talent.

The Philip Pelusi Talent Mentor Group is trained to spot your creative talents and specialty skills. They will help you develop a career plan that will show you how to get where "you" want to go. And this isn't just for New Stylists, as our Talent Mentors/Developers are trained as career building specialist who can take your career to the next level regardless of your experience in the industry.



who we are...

A Lifetime of Advancement

“Your Career Level
Advancement”

Philip designed his company to be able to offer his designers a life time of career growth opportunities. With the core belief that a secret to enjoying a long successful career was to work smarter not harder, Philip decided that his culture was to market to the type of Guests that found hair important to them and were willing to pay for the best cut, services, and products available. By attracting guests who put a high value on hair and appearance, this allows our designers to move up in level and charge more for their services.

Philip Pelusi currently has 15 Skill levels that allows you to increase your income throughout your career as you perfect your technical and Guest service skills. This affords you the opportunity to grow your income without needing additional Guests to do so.



Earn Up to \$35.00 or More Per Hour

Hair stylists who do provide top notch client service and educate clients on products to use for the style clients desire and Healthy Hair earn up to \$35.00 or more per hour which includes product bonus and tips. Many of our stylists have achieved 3 weeks paid vacation status!

Programs Available are:
Student Loan Payback
401K
Disability Insurance
Life Insurance etc.

The Philip Pelusi
“Specialized Pricing”
Concept

Charge what you’re worth. Our talent agents with help show you how to position your skills to attract the type of Guests you are looking to build. Our specialized pricing concept allows you to charge more for the services that you excel at while keeping your prices consistent on the services you do not.

It allows your guests to know you are a specialist in these chosen areas and are worth more because of it. Guests looking for a designer specializing in these skills will be drawn to you because they know you can help them reach their desired results.



become a social media phenom

Plug and Play Success

Philip Pelusi has made it very easy for you to excel and grow your Guest following by using social media. We provide the avenues for you to have your best work displayed on Facebook, Instagram, and YouTube. You will have the opportunity to have your work showcased on our corporate platforms which will greatly extend your exposure and viewership to the large numbers of followers we have cultivated from our loyal Guests. These are maintained by our marketing department for the sole reason of creating exposure of our Designer's work to existing and potential Guests. We also have Philip Pelusi Buzz Agents in each salon who help post your photos to your individual salon's Facebook and Instagram accounts. They receive monthly graphic updates from our marketing department in order to keep our salon sites looking fresh and current. All you are required to do is submit the photos you take to your Buzz Agent.

We also provide for you:

- 🐝 Each salon is provided with a Philip Pelusi backdrop and halo light to aid in you taking the best pictures possible.
- 🐝 Education on how to use Facebook and Instagram to increase your Guest following.
- 🐝 Education on how to take really great photos in order to showcase the best work that you create.
- 🐝 Monthly Promotional Graphics for the Referral Card, and Build-a-Book programs all designed to help you build a Guest following who desire the types of services you enjoy doing. These are available for you to use on your personal (Hair Industry) Facebook and Instagram accounts.



stay informed...

www.BusyStylist.com

Stay on Top of Everything that is Philip Pelusi

Check out the Philip Pelusi Next Gen Hair site on a daily basis to find out what is happening at SPACE and in the Salons. This site can be accessed by computer, mobile phone or tablet at your convenience by going to

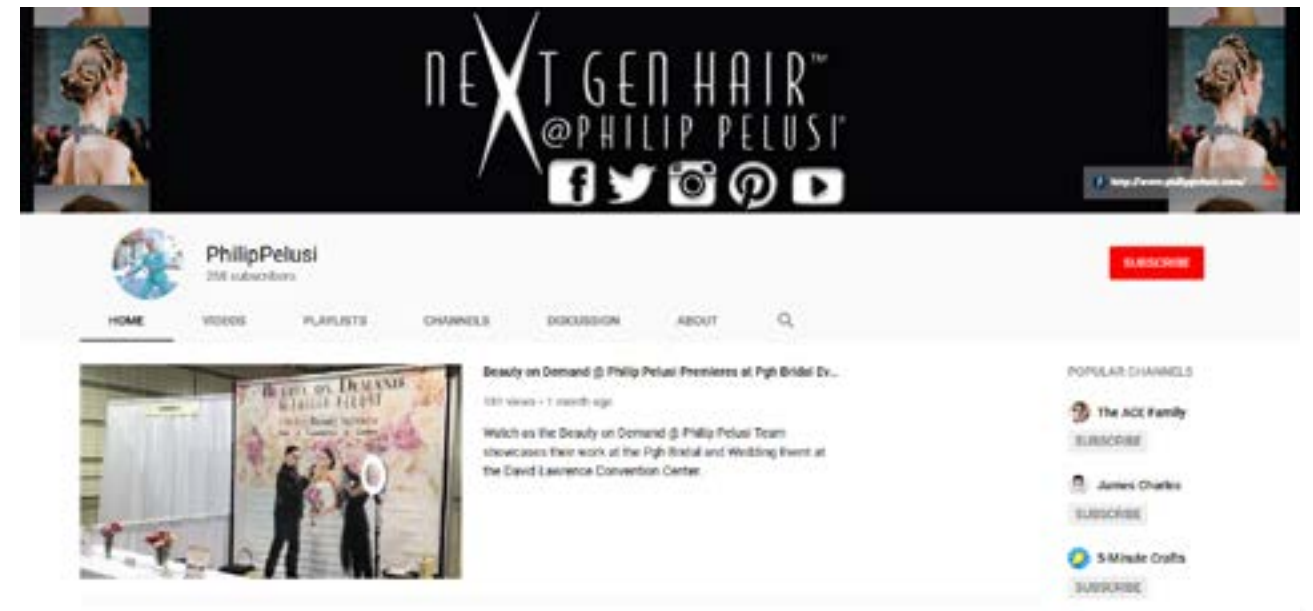
www.BusyStylist.com.

Here is some of what you will have access to:

- The latest news and happenings at Philip Pelusi
- Schedules of the up-coming training held at SPACE
- Fave Rave and Product Talk videos
- New Designer Orientation videos
- New Guest Service Orientation videos
- Hair color and Technical Manuals and Information
- P2 and Tela Product Informational videos
- The latest color and haircut trends
- The latest Next Gen Hair Technical videos
- Meet our Stylist videos



Subscribe to the Philip Pelusi YouTube Channel:



Check out the latest Philip Pelusi Video releases by visiting our Philip Pelusi YouTube Channel. There you will find the latest technical videos created by Philip Pelusi and our incredibly talented designers. New talent also have the opportunity to showcase their skills in these technical videos.



You will also find a complete video archive of past training events, fashion shows and photoshoots, NYFW videos, and the “Getting to Know You” videos featuring our Designers and Guest Service Directors. You will also find a complete library of the Product educational videos. Be sure to subscribe to the channel so you are notified each time a new video is added to the channel.

Join the Philip Pelusi Community of Successful Stylists

We have developed 1000's of stylists over the years who have fast tracked their careers as Top Level Artists, Technical Trainers, Leaders, and even Salon Owners.

Why not learn from the best!



You have potential for continual growth at Philip Pelusi.

Want to learn more about joining our Philip Pelusi team?

Let us show you how much we love students.

After Six Months of employment, Philip Pelusi will contribute \$50 a month to help you pay back your school loan. And as long as you remain employed, the payments will continue until the loan is paid off.

We want to be your number one choice when choosing a salon in which to build a successful and prosperous career.

For more information and to apply online visit
www.PhilipPelusi.com/Careers

**Your Career Path to Creative
Advancement Starts Now**

Style Director

Salon Leader

**Trend Cut
Trainer**

**Skill Training
Specialist**

**Style
Consultant**

**Assistant
Style Director**

**Trend Color
Trainer**

**SPACE
Technical Trainer**

**Technical
Supervisors**

**Talent
Development**

**Product
Tester**

**Product
Specialist**

**Beauty On
Demand Team
Member**

**Become a
Buzz Agent**

**In Salon
Trainer**

**Talent Development
Leader**

**Create
Youtube Videos**



SPACE; Philip Pelusi International Training Center

PHILIP PELUSI®

A Cut Above the Rest®

www.PhilipPelusi.com

