



Pamper clients and help cement relationships with a simple switch in smocks

El Cerrito, CA (July 16, 2010) — A simple, new concept in smocks, developed by a hairstylist and her client, significantly upgrades the “salon experience” and helps you cement your relationships with your clients. Stylin’ Smocks are a fabulously comfortable and durable alternative to the traditional flimsy nylon smocks that are so common in hair salons.

What Exactly is a “Stylin’ Smock?”

A Stylin’ Smock is a new kind of smock designed to support you in developing and retaining strong relationships with your clients. Whether you are running a salon or have a single chair, switching to Stylin’ Smocks in your hairstyle business will help you:

- Enhance the experience of your clients by increasing their comfort,
- Increase the perceived value of your services by creating an “ambience of luxury,” without having to increase your prices, and
- Demonstrate to clients that you care about their well-being without having to say a word.

Stylin’ Smocks are made of micro silk with an optional soft, touchable, minky lining. They drape and flow perfectly over all shapes and sizes, and are breathable and comfortable in any climate, through all four seasons. Available in a flowing women’s dress style and a men’s kimono style that ties on the side, they are water resistant, bleach and color resistant, washable, dryable, one piece and one size fits all. To make them even easier to care for, there are no belts to reattach, no long belts to get tangled in the wash, a deep back facing that dries quickly, and no pockets to collect hair.

With proper care, Stylin’ Smocks will provide years of valuable use. And when you factor in their durability in cost comparisons with traditional smocks, chances are very good that you’ll actually save money over the long term. Simply put, Stylin’ Smocks are a fantastic investment for any hairstyle business.

**To learn more about Stylin’ Smocks or to place an order, go to
www.stylinsmocks.com or call 510.524.0598.**

SOURCE: Stylin’ Smocks

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