

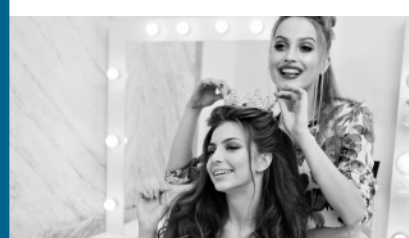
THE TOP 10 SERVICES

That Are Luring Clients Back to the Salon

Salons are making a comeback! Since COVID-19 caused the marketplace to bottom out in the second quarter of last year, there have been several obstacles on the road to recovery -- among them, continued operating restrictions and new variants of the virus. Nevertheless, each quarter since that time has shown growth, with Q2 2021 being the strongest to date.

Here are the top 10 increases seen in Q2 2021 compared to Q1 2021:

1



Special Occasion Hair

384.9%

Makeup Application

128.0%

2



3



Tanning

87.0%

Beard Services

79.1%

4



5



Keratin Straightening

76.8%

Thermal Reconditioning

75.7%

6



7



Men's Lightening

72.1%

Braiding

67.9%

8



9



Body Treatment

60.6%

Straightening and Smoothing

59.1%

10

