

	1 Shop front Entrance area	2 Waiting area	3 Workstation	4 Shampoo Basin	5 Workstation	6 At the Cashier
Salon VMD	<p>Draw customer's attention with the Scalp Series products.</p> <p>Support Tools</p> <p>Table Stand</p> <p>Tester Seal</p> <p>Communication Book (insertion)</p>	<p>Consult customers on their scalp condition using the scalp lens alongside with the story-based communication method.</p> <p>Support Tools</p> <p>Scalp Lens</p> <p>Communication Book (insertion)</p>	<p>Explain the advantages of the products, and recommend the 4 weeks beauty cycle.</p> <p>Support Tools</p> <p>Communication Book (insertion)</p> <p>Scalp Series Leaflet</p>	<p>Explain home care products and how to use</p> <p>Support Tools</p> <p>Communication Book (insertion)</p> <p>Scalp Series Leaflet</p>		
Story-based communication	<p>Consult</p> <p>Communication book is adopted during consultation to find out customers concern, whether it's on the "scalp" or "scalp and hair" or "hair".</p> <p>Conversation Examples</p> <p>Does your scalp feel itchy?</p> <p>Do you feel the dryness or dandruff on your scalp?</p> <p>Are you worried about the stickiness and smell on your scalp?</p>	<p>Advice</p> <p>Take a picture of the customer's scalp and confirm the condition of the scalp by comparing it with the scalp picture in the communication book.</p> <p>Conversation Examples</p> <p>Your scalp condition looks similar to this picture which is a little dry.</p> <p>Scalp troubles are usually caused by the daily accumulated fatty acids.</p>	<p>Recommend</p> <p>Recommend home care products from the scalp series.</p> <p>To solve the scalp troubles, recommend home care products for the scalp.</p> <p>Conversation Examples</p> <p>Scalp troubles can be reduced if only you remove the fatty acids and replenish moisture to the scalp in a daily basis.</p>	<p>Recommend</p> <p>Recommend 4 weeks Beauty Cycle</p> <p>.....Blow Dry to Finishing.....</p> <p>Recommend the 4 weeks beauty cycle to customers for maintaining the good condition of the scalp.</p> <p>Conversation Examples</p> <p>There may be some areas that you might have trouble dealing with at home, which is why we recommend you to do the in-salon treatment once a month.</p>	<p>Recommend</p> <p>Recommend Scalp Series Home Care Products</p> <p>.....At the Cashier.....</p> <p>Explain to customers on how to use the products that they have just purchased.</p> <p>Conversation Examples</p> <p>In order to have a healthy scalp, we advice that you continue using the scalp care.</p>	

Useful information that improves communication?

Scalp care focuses on removing excessive fatty acids!

What is fatty acid?
It is an ingredient called "triglyceride" in sebum which is decomposed and generated by the action of indigenous bacteria.

What are the 5 scalp troubles caused by excessive fatty acids?
The increase of fatty acids may cause the 5 scalp troubles which are itchiness, dandruff, dryness, stickiness, and smell.

Troubles of the scalp are due to high percentage of fatty acids! This is what MILBON has discovered.
MILBON has researched on the scalp of 700 women from 20 different countries around the world. As a result, research has proven that the 5 scalp troubles are due to high percentage of fatty acids.

Daily care is the point to solve the problem of excessive fatty acids.
Fatty acid is produced everyday, which is why home care is said to be important.

Recommend items according to customer's needs		Hair & Scalp Problems		
		Scalp Problems	Unmanageable Hair & Scalp Problems	Unmanageable Hair
Home Care	Shampoo	SCALP Purifying Gel Shampoo	SCALP Purifying Gel Shampoo	SMOOTH Smoothing Treatment [Fine Hair] [Medium Hair] [Coarse Hair] MOISTURE Replenishing Treatment
	Treatment	SCALP Hydrating Treatment	SMOOTH Smoothing Treatment [Fine Hair] [Medium Hair] [Coarse Hair] MOISTURE Replenishing Treatment Can be combined with the SCALP Series	SMOOTH Smoothing Treatment [Fine Hair] [Medium Hair] [Coarse Hair] MOISTURE Replenishing Treatment
	Leave-in Treatment	SCALP Soothing Moisturizer	SMOOTH Luminous Bodifying Oil [Fine Hair] Luminous Softening Oil [Coarse Hair] OR MOISTURE Weightless Replenishing Mist OR REPAIR Restorative Blow Out Primer [Fine Hair] [Coarse Hair] Can be combined with the SCALP Series	SMOOTH Luminous Bodifying Oil [Fine Hair] Luminous Softening Oil [Coarse Hair] OR MOISTURE Weightless Replenishing Mist OR REPAIR Restorative Blow Out Primer [Fine Hair] [Coarse Hair]
Salon Care		SCALP Cleansing Spa Gel	SCALP Cleansing Spa Gel WITH SMOOTH OR MOISTURE	SMOOTH OR MOISTURE

MILBON SCALP SERIES

Technical Manual

MILBON Scalp Series eliminates excessive fatty acids which cause scalp troubles and restores the condition of the scalp.

MOVIE Technical Manual Video available here

Check out the Milbon technical manual video here.



Common cause of scalp troubles are due to Excessive Fatty Acids

Itchiness Dandruff Dryness Stickiness Smell

Healthy Scalp

Let's look up-close with the scalp lens

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Fatty acid is formed when "triglyceride" in our scalp is decomposed by indigenous bacteria.

SOLUTION

Scalp care plays an important role as it helps to eliminate excessive fatty acids and replenishes moisture to the scalp.

SCALP SERIES Salon Care Process

Eliminating excessive fatty acids which cause the 5 troubles [itchiness] [dandruff] [dryness] [stickiness] [smell] gradually improves the scalp condition.

