



## WHAT'S THE DEAL WITH THE DEALS?

### SIMPLE.

We train and develop hairstylists. Once we put stylists on the floor, they're what we call undiscovered talent, and our deals are a reason to catch them at the front end of their careers. The deals can be had by anyone, but are not intended to apply to our senior staff who are established in their careers. It's our way of offering different price points.

## FRANK ZONA