



the MANE ATTRACTION

Ferndale's Le'Host Salon Raises Eyebrows and Interest.

By Duane Davis

It has been said that a woman's hair is her crown-ing glory. God gave it to her---and she covets it.

But if this intense love affair with the locks is real, one might raise the question. Why do women revel in its transformation? In fact, in the African American community, it seems that hair's natural state is its state of change.

According to leading hair care experts, the average Black woman sees her stylist at least two times a week, which for some men, is two times too many.

"Black women change our hair as often we change our minds" laughs Carla Harris, a Detroit native who admittedly sees her stylist several times a week, "Hair is just what we do"

"As little girls, we got accus-tomed to a constant stream of bows and braids. A change in wardrobe im-me-diately demanded a change



in hair style. We grew up sitting in mama's chair. We got done up constantly and, I suppose, we've come to like the experience," she says.

The experience. Perhaps that is a large part of the appeal to the millions of wom-en who make frequent weekly trips to the salon.

Haith Johnson, owner and CEO of Le Host The Hair Group, has figured that out.

Getting "done up" at Ferndale's Le'Host Sal-on is an ultimate experience in self-pam-pering, according to its clients, who vie for prime appointment times which must be scheduled weeks in advance due to the sa-lons' rising popularity.

Can it really be all of that? What could it possibly offer, that other's don't?

Natural Indian hair, which has a form, feel and look that all women love, according to Le'Host Salon Owner Haith Johnson.

"When I got into the hair care industry, I started hearing buzz words about hair textures and certain names of hair, I soon realized that clients who wanted hair



CLIPS

Salon Stylist Name

It's Who I Am:

Burns Good Food • Detests Negative Thoughts • Loves Fashion

Talent: Hair color, weaves and comb-outs

Beautiful Hair Salon Name 1234 Main Street

123-555-1234



Salon Stylist Name

It's Who I Am:

Plays a Mean Card Game • Loves Her Rims • Hates Early Risers

Talent: Braids, weaves and color

Beautiful Hair Salon Name 1234 Main Street

123-555-1234



Salon Stylist Name

It's Who I Am:

Political Junkie • Quotes Chapter & Verse • Needs Chaperone

Talent: Make-up & Nails

Beautiful Hair Salon Name 1234 Main Street

123-555-1234



SALON LISTINGS

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ADVERTISING RATES & GUIDELINES



Black Americans spend nearly \$4 billion on hair care products and services annually, making Black hair care one of the most visible, fastest growing and influential consumer segments in market today.

UPstyle debuts to place a long-needed spotlight on Detroit's beauty industry, highlighting its many up-scale salons and innovative stylists, in addition to the ever-changing looks we love.

Featured weekly in the pages of the nation's largest and most respected African American newspaper, the Michigan Chronicle, UPstyle delivers:

- Salon Features
- Stylist Profiles
- Product Promotions
- Trends

Get **UP** and get into America's newest growth segment.

¹Target Market News, 2008 Segment Report

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Promo **WORKS!**:

\$1,500.00

Get the **WORKS!** an in-depth 1/2-page custom-written editorial profile certain to create a sensation. Photography costs not included.

Promo Highlight:

\$950.00

Get Highlighted in our 1/4-page custom-written editorial feature designed to place the spotlight on **YOU**. Photography costs not included.

Promo Clip:

\$250.00

Promote the essence of your signature style, in our 1/8-page Clips segment describing your personal style, expertise and contact information. Photography costs not included.

Salon Directory Listing:

\$10.00

Let customers know you're open to new business, in our Salon Directory featured weekly in UPstyle.

Minimum 12-week commitment required

Digital Guidelines:

For best results, high res photo files should be submitted in a jpg or tiff format. Submit your promotional material as a "press ready" PDF (generally PDFx1a settings in Distiller or InDesign). The important aspects of the PDF file are that fonts are embedded images are 300dpi with little or no compression, colors are defined cmyk, and transparency is properly flattened



<p>Promo Highlights! 3col x 10.5"</p>	Model	Model	Model
	<p>Promo Clip 3col x 1.75"</p>		
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<p>Salon Listings 6col x 10.5"</p>			

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