



FOR IMMEDIATE RELEASE

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## **INTRODUCING HELLO SALON™ PRO, THE FIRST FULL-SIZED, SUBSCRIPTION BEAUTY BOX FOR LICENSED SALON PROFESSIONALS**

*Professional-Only Product Sampling Service Set to Bring the Latest and Greatest Straight to Your Door*

**MADISON, WI (OCTOBER 2017)** – Hello Salon™ Pro has reimagined product sampling with the first full-sized subscription box for the salon professional industry. The first of its kind program will change the way licensed pros discover and experience the latest and greatest professional products, bridging the gap between end-users and manufacturers.

"Hello Salon Pro was created out of the need to solve for two things. First and foremost, we wanted to create a way for licensed professionals to experience the latest industry products in a cost-effective, consistent and efficient manner. And second, we wanted to create a win-win for manufacturers big and small looking to get products in the hands of their consumers for trial and potential conversion," said Kelly Ehlers, Founder of Hello Salon Pro. "This is the first of its kind for the salon professional industry and we feel a game-changer for stylists, colorists, barbers, nail technicians and aestheticians looking to consistently up their game."

The new subscription based model allows professionals to receive full-sized cult- and new-to-the-market products directly to their door for just \$29.99 (6-times yearly), with each shipment valued at a minimum of \$65.00 - \$95.00. Each Hello Salon Pro box will feature a variety of products, tools and accessories from the top brands in haircare, barbering, nails, skincare, makeup and appliances to ensure stylists are always in the know to best serve their clients and salons.

The team behind Hello Salon Pro has touted success as digital pioneers and seasoned marketers in the salon professional category for over the past eight years, and understands what stylists and manufacturers are looking for in today's fast-paced, ever-changing market. To help brands get one step closer in the path to product conversion, Hello Salon Pro will highlight what the pros are saying about your products through proprietary rate and review software. Beyond just the sampling, Hello Salon Pro will serve as a community for salon professionals to unite, share their work and help elevate not only their craft, but our industry as a whole. Whether snipping, clipping, coloring or dipping, Hello Salon Pro has something for everyone.

For more information or to sign up for Hello Salon Pro, please visit [www.hellosalonpro.com](http://www.hellosalonpro.com). For manufacturer partner opportunities, please email: [YoursTruly@HelloSalonPro.com](mailto:YoursTruly@HelloSalonPro.com).

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### **About Hello Salon™ Pro**

Launched in 2017, Hello Salon™ Pro is the premiere subscription-based beauty box created to bridge the gap between licensed professionals and manufacturers. Offering full-sized samples from world-renowned brands, Hello Salon Pro puts the latest products into the hands of salon professionals. Hello Salon Pro's post-sampling and review system allows manufacturers to receive professionals' direct feedback about their products. To learn more about Hello Salon Pro, please visit [www.hellosalonpro.com](http://www.hellosalonpro.com), like us on [Facebook](#) and follow us on [Instagram](#) and [Twitter](#).