



For Immediate Release

25 April 2014

Good Salon Guide Release 'The Collections'

The Good Salon Guide, the only independent guide to quality standards in hairdressing and beauty in the UK and Ireland, has just released 'The Collections', a coffee table book filled with stunning photographic imagery, all from Good Salon Guide members.

Celebrating the collaboration between photographer and stylist, The Collections is a beautiful portfolio of photographic work that has been sent into the Good Salon Guide by some of their member salons.

Featuring some of the biggest names in the business, The Collections aims to inspire the stylists' creativity and passion for their craft and industry, whilst creating an aesthetic experience for the salon client.

The Collections can be found in all Good Salon Guide salons and can also be read online at www.goodsalonguide.com.

Gareth Penn, Good Salon Guide Managing Director said of the new book,

"The Collections focuses on the salon's originality, flair and enthusiasm for the industry, and is a beautiful showcase of some of the work we receive from our members. We hope the book inspires the stylist's own passion and creativity for the industry, and that the striking photographs give clients plenty of inspiration. At Good Salon Guide we work hard to promote our members, and with this book going out to over 2,000 salons across the UK and Ireland, it is a fantastic way to promote our salons' work and skill."

With their members, Good Salon Guide continues to support improving standards in the industry and helping to develop salons as times and customer demands change.

ENDS

Images available on request.

For further information please contact Jodie Withers on 023 92 295000 or email: jodie@goodsalonguide.com

Note to Editors

The Good Salon Guide (www.goodsalonguide.com) is the only independent nationwide scheme for assessing professional standards and service within the hairdressing industry. Hairdressing salons are visited and objectively assessed by professional inspectors in the same way as the well-known AA or RAC hotel guides, giving the customer confidence in their choice. Salons are regularly reassessed to ensure standards are maintained.

A Good Salon Guide rating shows that the salon has suitably trained and qualified staff, top quality products and aims to achieve and maintain the highest standards. Listing over 2,000 salons in the UK and Eire, the Good Salon Guide is the kite mark of quality for the general public and a showcase for the artistic work of its members.