

Beyond Beauty: Frequently Asked Questions

(Questions 1-10 are THE BASIC QUESTIONS 11-20 ARE THE TOUGH HARD-HITTING QUESTIONS)

1) Who is the owner of beyond beauty and what is her industry experience level?

Amy Sinarsky is Beyond Beauty's owner and a stylist at the salon. She has over 20 years' experience in the industry.

2) When was Beyond Beauty established in New Windsor, NY?

Beyond Beauty opened in 2016.

3) How many stylist and other staff does the salon have?

The salon currently has six stylist they all share in the duties of the salon.

4) What are some of your more popular services?

Our popular services include hair, extensions colors cuts nails, many in pennies and lash extensions.

5) Does the salon sell products?

Yes, the salon is a Moroccan oil exclusive salon. We sell a variety of Moroccan oil products for both men and women.

6) Does the salon except walk-ins?

Although we do recommend scheduling an appointment, walk-ins will be accommodated if possible.

7) Are there plans to expand?

We have already moved twice to long larger locations. I will continue to move or expand as a salon grows.

8) Is Beyond Beauty excepting new clients?

Amy's client roster is currently filled. However, the other stylists have openings for new clients.

9) Do you offer men's and children services?

Yes! We have a lot of clients who are men, and we also offer children's cuts.

10) What makeup services do you offer?

We are trying to steer away from make-up and just focus on hair and nails.

11) We looked for a website and couldn't find one. How can you expect to bring in new clients without a website?

We get a lot of our clients by word of mouth. We don't have a designated marketing person and website maintenance got to be too much, so I canceled it.

12) We looked at your services and see that they are on the expensive side. How do you expect to keep clients with these prices?

To keep up with the rising cost of products caused by the pandemic we had to raise our prices to make ends meet.

13) How will you handle losing customers because of your high prices?

Our clients understand that they are getting a quality service by trained professionals. As a matter fact, we even have clients who drive from other states to get our services and have their hair done here. I don't think it'll be an issue.

14) I see you have an upcoming Botox party. Is it safe to offer your clients Botox injections?

Yes, Botox has been approved by the FDA. Injections are safer administered under the care of a license and skilled healthcare provider. We have a nurse practitioner who will be on site to administer the injections,

15) Is it even legal to have a Botox party?

Yes, it is legal. We must adhere to strict laws to continue to hold parties.

16) What triggered the want to offer Beyond Beauty's clients Botox injections?

It was a common service that women were interested in but didn't know where to go or where to start because it's only medical service we couldn't perform it. I asked a friend of mine who worked for advanced skin Medi spa to come to the salon to perform the service. I figured our clients would feel more comfortable about it being in a space that they are already familiar with. We offer snacks and wine and make an event out of it instead of just a Botox appointment.

17) How do your clients know they are getting Botox from a reputable source?

We work with advanced skin, Medi spa located in Newburgh New York clients can visit their website at advancedskinmedspa.com to find out more about the spa.

18) Are there age restrictions on Botox and how do you enforce it?

The FDA has approved Botox for ages 18 and up. However, experts agree that having Botox in your late 20s, early 30s will help prevent future wrinkles. We ensure that all our clients are 18 and above at the time of service.

19) What is the cost of a unit of Botox and why is it priced that way?

The Botox is priced at \$11 a unit. It typically takes about 20 units to do frown lines and 10 to 12 to do crow's feet on one side. Most people spend between 200 and 3 hundred on injections. The price is set by the spa.

20) How come you only have 200 slots available and why can't all your clients take advantage of this service?

The Beyond Beauty salon can't accommodate a large amount of people each treatment takes approximately 15 minutes. We were in the party all day to accommodate as many clients as we can. Clients who are interested are encouraged to book an appointment as soon as they become available on our website to see if their spot.

Sample