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LoiVela HairScents Operational Manual

The purpose of this manual is to educate staff, sales representatives, and business affiliates with the policies, regulations, and overall mission of our company.

LoiVela Hairscents, LLC.

LOIVELA HAIRSCENTS OPERATIONAL MANUAL

Table of Contents

- I. Background Information
 - a. About Us
 - b. Mission Statement
 - c. Community Outreach
 - d. Why we exist?
- II. Our Team
- III. Products and Services
 - a. Description of Products
 - b. How to Use the Diffusion System
 - i. Getting Started
 - ii. 1-Step Process (Clean Hair Only)
 - iii. 2-Step Process (Recommended for Malodorous Hair)
 - iv. Blowouts
 - c. Essential Oils
 - i. Safety
 - ii. Recommendations for Use
 - iii. HairScents Oil Blends
 - d. Frequently Asked Questions
 - e. Links to Tutorials
- IV. Sales Incentives
 - a. Individual Sales Representatives
 - b. Salon Owners
 - c. Retailers
- V. Disclaimers
- VI. Release Form

I. BACKGROUND INFORMATION

- a. **About Us:** HairScents, LLC. is a new and exciting company located in Tampa, FL. Our goal is to be known as the premiere aromatherapy company for your hair. We understand that malodorous hair is not a new problem, but we have an easy, safe, and effective solution. Our team is thrilled to be the first company to offer an Aromatherapy Diffusion System® (ADS) – a new niche’ market in the hair care industry! We are committed to becoming the preferred provider of fresh, clean, and invigorating aromatherapy solutions for your hair. Our company has created a patent-pending innovative redesign of the traditional diffuser and comb hair dryer attachments.

The HairScents™ dryer attachments were created to allow quick and easy placement of scented pads at the core of the diffuser or comb allowing scented air to flow through the unit. Our signature essential oils are a proprietary blend of 100% organic essential oils that release a beautiful scent once activated--all without weighing down the hair. The HairScents Aromatherapy System transforms the standard drying process into a new experience—an aromatherapy experience that will re-freshen your hair and elevate your spirits.

- b. **Mission Statement:** Our mission is to be the preferred aromatherapy system for your hair care needs! Our slogan is: *“Because your hair should look and smell good!”*
- c. **Community Outreach:** Our company is committed to giving back the community by donating 10% of sales to select non-profit organizations for fundraising campaigns. Participating non-profit organizations will be selected by the executive officers each calendar year in order to better serve our community.
- d. **Why we exist?:** The reason for creating the company was out of necessity! We wanted to provide a method of scenting the hair without applying any heavy chemicals or oils directly onto the hair. Other products currently exist designed to cleanse the hair and cover up odor, however, none of them accomplish this via a diffusion process.

Benefits of the HairScents Aromatherapy Diffusion System over the competition include providing a solution to odorous hair but also avoiding the application of topical solutions that could weigh down the hair and potentially cause outbreaks for people with sensitive or acne prone skin.

The HairScents products were created for women of all ages and backgrounds. We believe our product is needed for today's modern businesswoman, fitness enthusiast, chef, or stay at home mom! We know that you don't have 2-3 additional hours to spend on your hair every day, so we have created the HairScents Aromatherapy Diffusion System.

The HairScents system is designed to perform two duties: to dry your hair after a routine wash or to add additional fragrance eliminating hair odors on those days you can't wash your hair. The aromatherapy feature can be used in conjunction with traditional wash and go styling or in lieu of a shampoo when running short on time.

II. OUR TEAM

- a. LaSonya Malbrough, DNP, MSN, CRNA (CEO/Entrepreneur): is the owner of the company, has as strong background in science and chemistry with over 19 years of experience in the healthcare industry. Education includes a Doctorate of Nursing Practice (DNP) from the University of South Florida, Master of Science in Nurse Anesthesia from the University of South Florida, and a Bachelor of Nursing Science degree from the University of Texas Medical Branch (UTMB). The owner currently works full-time at Moffitt Cancer Center where she provides anesthesia services.
- b. Peggy Parkerson-Wells, MBA, CPA: is our Chief Financial Officer. She has extensive experience in product development, sales, and marketing.
- c. Felman Malveaux, MBA: is the Director of Marketing & Sales with lead market development efforts within the Central U.S. with direct responsibilities of market development sales efforts.
- d. Demetra Malveaux, BS: is the Director of Operations.
- e. Katie Garnett is the Director of Customer Relations.

III. PRODUCTS AND SERVICES

- a. **Description of Products:** The HairScents™ system is described as an “Aromatherapy Diffusion System (ADS)” because the method actually works via a diffusion process. Traditional methods of deodorizing the hair require the customer to topically apply or spray products directly onto their hair to achieve the desired effect. The HairScents™ system provides an alternative method for deodorizing the hair! We offer the following products and services.
 - i. **HairScents™ Diffuser Attachment:** a patent pending & trademarked universal diffuser attachment that allows for insertion of a scented aroma disc (fragranced with essential oils) which serves to deodorize the hair. The diffuser must be attached to a standard hair dryer on COOL/LOW HEAT in order to activate the scented disc.
 - ii. **HairScents™ Comb Attachment:** a patent pending & trademarked universal comb attachment that allows for insertion of a scented aroma disc (fragranced with essential oils) which serves to deodorize the hair. The comb must be attached to a standard hair dryer on low or medium heat in order to activate the scented disc.
 - iii. **HairScents™ Aroma Disc:** a two inch circular heat resistant, polyester porous pad which must be saturated with essential oils for diffusion onto the hair. The aroma disc pad is positioned securely between mesh enclosures of the comb or diffuser

attachments. The essential oils are diffused onto the hair when activated by air flow from the standard hair dryer (dryer not included).

- iv. **HairScents™ Neutralizing Aroma Mist:** a proprietary blend of ingredients designed to provide a synergistic effect when used in conjunction with the diffusion system. The aroma mist is designed to neutralize existing odor and to bond with the diffused HairScents essential oil fragrance via an electromagnetic/ionic bonding process.

- b. **How to Use the Diffusion System:** Our products are centered on the innovative re-design of the traditional diffuser and comb dryer attachments. The HairScents design allows for the upper and lower portions of the diffuser and comb to be removed via a twist and lock motion. Once the upper and lower portions are separated, the scented aroma pad can be inserted at the core of the diffuser or comb attachment. Once the upper and lower portions are reattached, the hair dryer is connected and placed on a low heat setting in order to activate the diffusion process.

- i. **Getting Started:** When you first receive your kit, remove all plastic wrappers and review the quick user guide. In your starter kit you should have the following items:

- 1. Diffuser
 - 2. Comb
 - 3. Universal neck attachment (*this part connect to the hairdryer)
 - 4. Rubber insert (*place securely inside the neck attachment)
 - 5. 2 circular pieces which connect to the neck or comb or diffuser (*should be already attached. [NOTE: You must apply before starting the diffusion process if not attached or removed.]
 - 6. Round aroma disc pads
 - 7. 2 vials of essential oil
 - 8. Hairdryer is **NOT INCLUDED**.

- ii. **1-Step Process** (*Recommended for Clean Hair): If you recently washed your hair and don't need to cover up any hair odor, this process is for you.

- 1. Decide if you will use the diffuser or comb for the process. The diffuser works best on curly hair (but either one will work)!
 - 2. Apply the desired essential oil to the aroma disc pad (*3-4 drops). [*You may need to apply more oil during the process.]
 - 3. Place the aroma disc pad on top of the circular piece (*you should have a circular insert on the neck and the diffuser/comb attachment before use).
 - 4. Secure the diffuser or comb to the neck
 - 5. Divide hair into 4 sections and activate the diffusion process by turning on your hair dryer. Diffuse the fragrance onto the hair for 2-4 minutes per section.

- a. **NOTE:** Use low heat or cool settings. (*Using maximum heat with high settings speeds up the diffusion process requiring multiple applications of oil onto the pad).

- iii. **2-Step Process** (*Recommended for Malodorous Hair): If you suffer from hair odor caused by food, smoke, or sweat--we recommend the 2-Step process for maximum

results. If you wish to avoid applying a misting spray or priming solution (*spray contains a coconut oil base solution) you should double the diffusion time using the 1-Step Process.

1. Decide if you will use the diffuser or comb for the process. The diffuser works best on curly hair (but either one will work)!
 2. Divide your hair into 4 sections and lightly spray with the HairScents Misting Spray. Alternatively, you can spray the product inside the palms of your hands and distribute onto the hair.
 3. Apply the desired essential oil to the aroma disc pad (*3-4 drops). [*You may need to apply more oil during the process.]
 - a. The aroma disc pads are intended for **ONE TIME USE ONLY!** The fibers break down with continual usage.
 - b. DO NOT USE MORE THAN ONE PAD AT A TIME**
 - c. NOT RESPONSIBLE FOR DAMAGES RELATED TO IMPROPER USE!
 4. Place the aroma disc pad on top of the circular piece (*you should have a circular insert on the neck and the diffuser/comb attachment before use).
 5. Secure the diffuser or comb to the neck
 6. Activate the diffusion process by turning on your hair dryer. Diffuse the fragrance onto the hair for 4-6 minutes per section.
 - a. **NOTE:** Use low heat or cool settings. (*Using maximum heat with high settings speeds up the diffusion process requiring multiple applications of oil onto the pad).
- iv. **Blowouts:** If you are using the diffusion process after a blowout, you would follow the 1-Step Process.
1. **NOTE:** For maximum results your hair must be at least 80% dry before beginning the diffusion process.

	No Odor	Mild Odor	Moderate Odor	Severe Odor
Cause of odor	N/A	<ul style="list-style-type: none"> • Chemical treatment • Malodorous Environment (i.e. food smells, club) 	<ul style="list-style-type: none"> • Sweat • Cigarettes smoke • Malodorous environments 	<ul style="list-style-type: none"> • > 2 weeks since washing • Braids • Weaves/ extensions
Treatment	Maintenance 1 – step process	Moderate 1 – step process	Moderate 1 -- step process 2 -- step process (optional)	Intense 2 – step process
Step-by-step process	Step 1: Divide hair into 4 sections and diffuse essential oil fragrance onto hair.	Step 1: Divide hair into 4 sections and diffuse essential oil fragrance onto hair.	Step 1: Divide hair into 4 sections and diffuse essential oil fragrance onto hair.	Step 1: Divide hair into 4 sections and spritz hair lightly at the root and over affected areas. Step 2: diffuse essential oil fragrance onto hair until desired affect is achieved
Time	2-4 minutes	2-4 minutes	2-4 minutes	4-6 minutes

c. ESSENTIAL OILS

- i. **Safety:** Before handling essential oils, please read the safe handling instructions. If you suffer from asthma or reactive airway disease, please use with caution. Do not ingest, avoid touching eyes, and wash your hands immediately after handling essential oils. For additional information, please visit: <https://naha.org/?/explore-aromatherapy/safety>
- ii. **Recommendations for use:** Concentrated essential oils are not intended for topical or oral consumption. The company is not responsible for damages caused by unintended consumer use of the product(s).
- iii. **HairScents Oil Blends:** The HairScents Essential Oil Blends are comprised of concentrated blend of organic essential oils – all consisting of top, medium, and base notes. A proprietary blend of carrier oils and high grade essential oils are used to create our unique blends. See chart below for oil categories, essential oils used, and recommended use for each blend.

Sweet	Calm	Energy	Sexy
Bubblegum (Bubblegum, vanilla, base carrier proprietary blend)	Rest (Lavender, vanilla, chamomile, base carrier proprietary blend)	Invigorate Eucalyptus, tea tree oil, base carrier proprietary blend)	Date Night (Giorgio Armani “Si” type oil blend, base carrier oil)
Lemon Berry (Strawberry, lime, base carrier proprietary blend)	Island Escape (Vanilla, coconut, base carrier proprietary blend)	Starburst Orange, lemon, lime, base carrier proprietary blend)	XOXO (“Bombshell” type oil blend, base carrier oil) LOVE
	Powder Fresh (Baby powder, vanilla, base carrier proprietary blend)	Cool Mint (Peppermint, spearmint, base carrier proprietary blend)	

d. Frequently Asked Questions:

1. How do I get the best results from the HairScents™ Aromatherapy Diffusion System?

Best results are obtained by following the provided instructions and safety guidelines in your packet. First, you must determine if your hair needs the 1-Step or 2-Step process. The 1-Step process is recommended for mild to moderately odorous hair. The 2-step process is recommended for severely odorous hair.

2. How long should I diffuse my hair?

For best results, you should diffuse your hair for 2-3 minutes in mild cases (each section) and 3-4 minutes (each section) for a more severe case of hair odor.

3. What is the purpose of the hair misting spray?

The misting spray is designed to augment the HairScents™ Aromatherapy Diffusion System. Essential oils will dissipate at various rates depending on their chemical make-up. The misting spray contains a unique chemical that will “bond” to the essential oils being diffused on the hair for a longer lasting effect.

Also, the misting spray provides an option for customers desiring a product to apply directly onto the air for added moisture & shine.

4. What type of dryer should I use for the diffusion process?

For best results you should use a standard handheld dryer with a nozzle tip on the cool setting. If you do not have the cooling option, you can use the low heat setting. AVOID using on high heat settings as this will evaporate the essential oils at a much faster rate before adequately refreshing your hair.

5. After washing my hair, when should I start the diffusion process?

You should begin the diffusion process when your hair is 75%-80% dry. Once your hair is mostly dry, section hair off into sections and diffuse the hair as you complete the drying process.

6. How long will the fragrance last on my hair?

The effects of the diffusion process will vary depending on the following factors: type of oil used during the diffusion process, the length of time hair is processed, temperature of hair dryer during diffusion process, and frequency of use.

7. What type of essential oils will last longer on my hair?

Typically, top notes will diffuse faster than medium or base notes. Refer to the “Essential Oils” section to determine which oils fall into each category. Higher concentrations of base notes in a particular formula will provide a longer aromatherapy effect.

8. What makes the HairScents™ Aromatherapy Diffusion System different from the competition?

Our team is thrilled to be the first company to offer an Aromatherapy Diffusion System® (ADS) for your hair--a new and exciting niche' market in the hair care industry! Our products are centered on the innovative re-design of the traditional diffuser and comb dryer attachments.

The HairScents design allows for the upper and lower portions of the diffuser and comb to be removed via a twist and lock motion. Once the upper and lower portions are separated, the

scented aroma pad can be inserted at the core of the diffuser or comb attachment. There isn't anything quite like our products on the market. We hope you love it as much as we do!

9. Does the diffusion process vary for different hair types or textures?

The process may vary slightly for different hair types as well as the style that you are wearing at the time.

Straight/Silky/Fine Hair:

If you have straight hair & rocking a blowout only (* meaning you will not be applying additional heat to your hair i.e. flat iron/curling iron) –use the Step-1 process at the end of your blow out for an aromatic effect.

Natural/Relaxed Hair:

If your hair is natural or permed but requires a blowout and heat application to become straight, you will want to diffuse your hair after the hair is styled and the heat application is complete. Rationale: Your hair may accumulate additional smoky odors from the curling iron. You will have better results with the diffusion system after the heat application process is complete.

e. Links to Tutorials

- i. Introduction to the Product:
- ii. Essential Oil Basics:
- iii. Product Demonstration:
- iv. The HairScents Customer:

IV. Sales Incentives

a. Individual Sales Representatives

- i. Adequate understanding of the product and its recommended usage (*must read instructions provided for consumer use)
- ii. Sales representative must review the instructional videos on YouTube or the website www.hair-scents.com.
- iii. Understand the “Commonly Asked Questions” regarding usage of the aromatherapy system in order to properly respond to questions from interested consumers.
- iv. Sales representatives exceeding their target for the month (*minimum of 50 units/mo.) will receive an additional bonus of \$100.00

b. Salon Owners

Terms and Conditions required for participation in the referral program include:

- I. Adequate understanding of the product and its recommended usage (*must read instructions provided for consumer use)
- II. Owner must review the instructional videos on YouTube or the website www.hair-scents.com.
- III. Review the “Commonly Asked Questions” regarding usage of the aromatherapy system in order to properly respond to questions from interested consumers

- IV. Allow a display of marketing materials from HairScents, LLC until the designated number of survey participants has been reached (minimum of 10 clients; no maximum)
 - a. After 10 surveys have been obtained, return the results to the owner in the self-addressed and stamped envelope.
 - V. After completing the above essential steps, the salon owner is now eligible to receive the 10% bonus reward for referrals! A minimum of 50 referrals is required in order to receive a bonus of \$250.
 - c. Retailers: Wholesale pricing will be available to a predetermined number of salons and boutique spas (minimum order of 50 units @ \$25.00ea.) Large retailer “big-box store” pricing will be determined by the order size.
- V. **Disclaimer**
The HairScents Aromatherapy System™ is designed to work via a diffusion process. The concentrated essential oils are not intended for topical or oral consumption. The company is not responsible for damages caused by unintended consumer use of the product(s). The company is not responsible for damages caused by consumer use of a malfunctioning hair dryer or damages caused by electrical issues.
- VI. **Release Form**
This form verifies that you have received and understand the policies and procedures of our company. Please sign and return before getting started! Thank you for your support!!!