

MAY-JUNE 2009

# SANRIZZ

NEWSLETTER

SANRIZZ LAUNCH

## FACE OF SANRIZZ

Sanrizz have got together with Elite Model Agency to seek out the new Face of Sanrizz. The competition will give each salon the chance to choose, first hand, fresh faces from in and around their area. The final will be held in July and the winner will be used for the Sanrizz ad campaign and also receive an introduction to Elite, plus a years worth of Tigi products.



MAKE SURE YOU DISPLAY YOUR POSTERS AND HAVE APPLICATION FORMS AT THE READY.

SANRIZZ  
HAIR SALONS PRESENT

## FACE OF SANRIZZ

SANRIZZ ARE TALENT SPOTTING!

We are looking for the perfect face of Sanrizz, male or female. Do you have what it takes to front the ad campaign of one of the UK's leading hair salon groups? You will also be introduced to Elite model agency! For your chance of a lifetime pick up a form from any Sanrizz Salon enclose 2 photos

SEND TO Face of Sanrizz  
39-40 Eagle street  
London WC1R 4TH

REQUIREMENTS You must be

Aged: 16-25  
Height: 5'8 & above (girls)  
Height: 5'11 & above (boys)

PRIZES 1 years free hairdressing at Sanrizz, an introduction to Elite model agency and 1 years free TIGI products

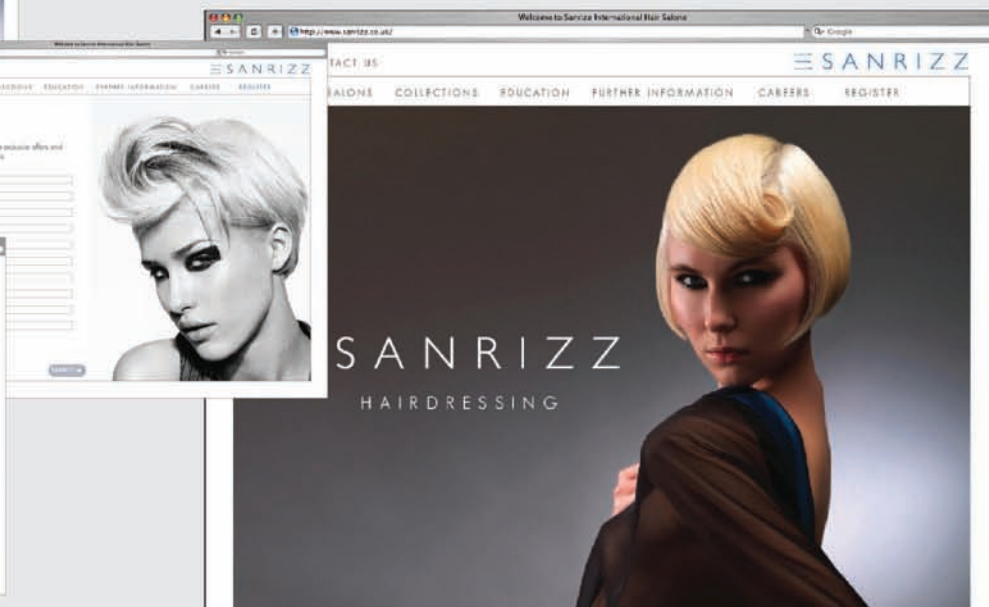
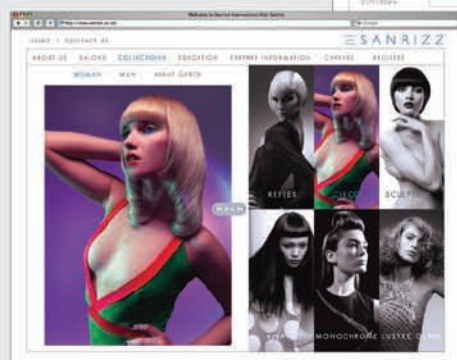
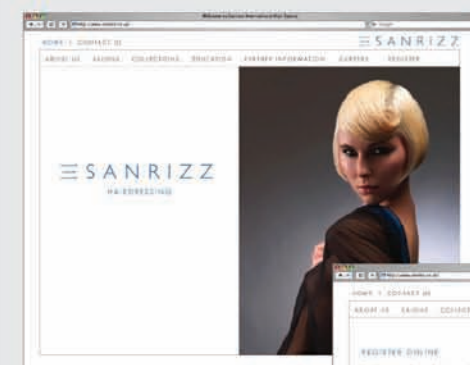
Entry deadline 30th June 2009  
Grand Final 13th July 2009

For further information contact Emma  
07951 738748 | emma.roberts@virgin.net

[WWW.SANRIZZ.CO.UK](http://WWW.SANRIZZ.CO.UK)



NEW WEBSITE LAUNCHING SOON  
LOOK OUT FOR OUR BRAND NEW WEBSITE!  
LAUNCHES JULY-AUGUST





READ OUR RECENT PRESS RELEASE ALL ABOUT OUR COVENT GARDEN

# COLOUR SALON

SANRIZZ Hair Salons – renowned for award winning hairdressing throughout their group of 8 London & Southern based salons (hence their 'awards clean-sweep' at the L'Oreal Colour Trophy recently) have opened their first colour-specialist salon in Covent Garden.

....So what's the concept behind the 'colour salon'? Is there a difference between this and a normal every day salon?

Tony Rizzo—Director of Sanrizz says ...

"A 'colour salon' emphasises the fact that hair colour has progressed phenomenally ... our team is extensively trained in matching 'colour suitability for the individual client' ..our salon offers 3 ranges of colour application ORGANIC, COLOUR WITH STYLE & CLASSIC COLOUR which include over 30 different colour techniques, all with very apt names ... 'BARCODING' to 'FUSION' 'BRUSING' 'SPONGING' 'HIDDEN COLOUR' and 'RUSTING' ....the colour possibilities are endless and performed by all round colouring and cutting specialists so your cut and colour literally blend to become one creation. Every client receives their own 'Colour Me Beautiful' book to familiarise themselves with the huge range of techniques on offer and is taken through every step by their personal colourist. Whether you have virgin hair or a sensitive skin condition, the aim is to ensure every client finds their own unique and bespoke colour solution ".

.....definitely worth a visit then!



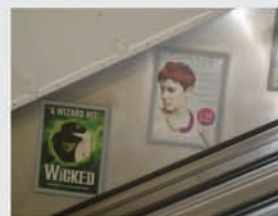
SANRIZZ COLOUR SALON  
4 Upper St Martins Lane  
WC2 9NY

0207 379 8022

prices from £40

## SANRIZZ UNDERGROUND ADVERT

Keep your eyes open for our Sanrizz colour salon posters in Londons Covent Garden and Leicester Square stations!!!





## ROBERTS' CELEBRITY LINKS

Seems like the celebs are flocking in to see Robert .... His latest clients are Peaches Geldof, Desperate Housewives star Jesse Metcalf, Danielle Lloyd, Harriet Scott (Jamie Theakstons sidekick on Heart Breakfast), Eastenders actor Christopher Parker, and Selina Scott – A particularly big fan of Roberts is OK Magazines features writer Christina Reeves.



## SANRIZZ SALON TEAM WOWS AUDIENCES WORLDWIDE ... ITALY ... BOLOGNA ... PORTUGAL ... SWITZERLAND ... VIENNA ... ZURICH

So far this spring Sanrizz International Art Team have been beckoned to Milan and Bologna in Italy, Portugal, Switzerland, Vienna and Zurich.

Particular mentions need to be given to Danielle and Zsolt who presented their first show to over 2000 captivated hairdressers in Portugal. Also to Alfredo from Muswell Hill Salon and Lee from St Albans who both had their 'international stage initiation' and went down an absolute storm in Milan. Back in the UK Craig proved an invaluable stage partner to Leonardo as he presented to key UK journalists in Brighton during May – presenting some of Sanrizz's latest cutting and colouring techniques in conjunction with Indola. As many of you know Leonardo is Indola's UK ambassador meaning he travels extensively promoting the brand alongside the Sanrizz name of course.



## THE HAIRDRESSING GREATS ALL CONGREGATE



ANTHONY MASCOLO, VIDAL SASSOON, JOSHUA GALVIN AND TONY RIZZO ADMIRE THE NEW SANRIZZ SALON INSIDE GROSVENOR HOUSE HOTEL

It's not everyday you have hairdressing legends like Vidal Sassoon and Anthony Mascolo and Joshua Galvin popping in to say hello, but when you're Tony Rizzo, it's an everyday thing....

"I'm lucky to have close contact with so many hairdressing legends because of their support and allegiance to the Alternative Hair Show. Prior to our long lunch to discuss the upcoming Alternative Hair Show's 2009, Vienna on May 3rd and London on October 18th, Anthony, Vidal and Joshua popped in for a tour of our newest Sanrizz salon in the Grosvenor House Hotel to give their blessing."

(Said Alternative Hair and SANRIZZ founder Tony Rizzo)

## THE SANRIZZ PROMOTIONAL CALENDAR



As you may have noticed we are running seasonal offers such as the current Passport to Summer Hair. Our aim is to have a structured Marketing calendar with co-ordinated phone, window and marketing material 4-6 times per year so make sure all the team and clients are aware of our amazing seasonal offers.

## GET READY FOR STEP BY STEP SANRIZZ SET OF CDS

Sanrizz have been at the forefront of hairdressing education for many years now so we felt the time was right to bring out our own collection of DVDs. These will take the viewer through detailed step by steps of how to achieve 6 different Sanrizz Looks.



# WHATS NEW AT SANRIZZ

# medavita

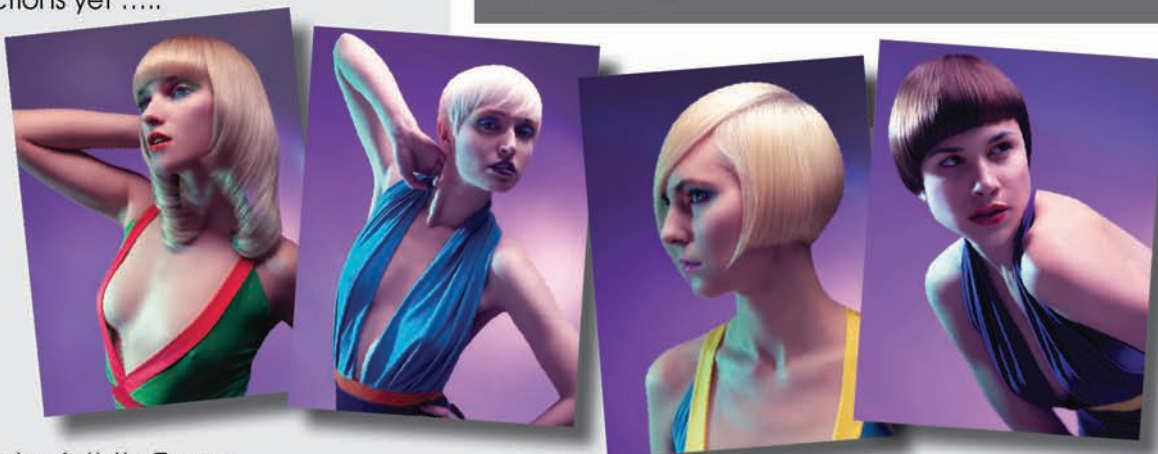
This is truly a ground breaking treatment in Mens scalp and hair loss problems .... Simple, brilliantly formulated and sensibly priced. Please spread the word to all your male clients about the range of Medivita treatments available. Medivita basically halts the early signs of baldness. The treatment includes an indepth computer analysis, shampoo, scalp massage and treatment followed by 3 weeks worth of at-home maintenance products all for £50.

## SANRIZZ LAUNCH

## NEW COLLECTIONS

Look out for press coverage on two of our latest and most beautiful collections yet .....

## CIRCO



Circo – Hair by Sanrizz Artistic Team

Illuminated circular styles with a PURDEYesque nod back to the 70s .... Using our circular cutting technique with plenty of focus on fringes ... short, rounded long or asymmetric with an introverted graduation. One of our fabulous 30 colour techniques – The Hidden Colour Technique features heavily giving movement to blonde and rusted reds and many shades of blonde fused together

## REFLEX



Reflex- Hair by Sharon Cox

An avant garde twist on timeless classics incorporating contemporary crops, glamour, sleek veils, fringes and much much more. Lots of emphasis on mahogany, rich chestnut browns through to red and purple tones, creamy blonds with an icy undertone shining through.

## A SHOUT OUT FROM SHARON

Sharon Cox is the backbone of the Sanrizz Education Programme – her days are back to back with organising overseas seminars and shows, setting standards within the Knightsbridge academy both for the Sanrizz team and visiting overseas students

Her special mentions in this newsletter are to Charlotte – from Sanrizz St Albans who was awarded 'Best Achiever' from Joshua Galvin AND was awarded NVQ Level 2 (along with Ben from Guildford salon) and Sanrizz Southampton's Steph and Sanrizz St Alban's Leanne who both graduated as stylists.

A thank you to Sanrizz Southampton for their recent inspirational team soiree. Entertaining and brimming with enthusiasm!!

Congratulations to Zsolt ... who has a brand new role as Assistant Manager at Sanrizz Muswell Hill.