

Energizing Summit Class Outline

FASTER IS BETTER

Joe Santy



1. A new concept is born:

- a) History to Birth.*
- b) Faster can be Better*
- c) How it works.*
- d) Where Why to use it.*
- e) How much how often.*

2. The Detractors:

- a) Manufactures Don't Advise it.*
- b) Your Paradigm Shift*
- c) Booking your clients*
- d) Effect on bleaches.*

3. The Market/ Competition

- a) Dominating force.*
- b) How Many Using it.*
- c) A Little Good a Lot of Good*
- d) Service Revenue Effects*

Joe Santy is a fantastic haircolorist who embraced haircolor accelerators early in his career. He has continued to use them and sings its praises. He is now the director of education for the Dennis Bernard company the manufacturer of TCA the leading manufacturer of haircolor accelerators. Joe is an author and has written a book in association with Dr. Lew as he is affectionately known in hairdressing circles. The book is one being highlighted in China Book Fair being held this year. Joe is a haircolorist first and is one who loves to share information with his peers. He does a great class don't miss him