

Salon industry shares its wishes/hopes for 2014



“My wish is for the emergence of more entrepreneurial companies, both on the distributing and manufacturing sides, resulting in more innovative products and promotions. The consolidation of both distributorships and manufacturers has created opportunities for small and medium size companies, which can respond more rapidly to the marketplace than the mega companies, giving them a significant advantage. Likewise, most manufacturers, distributors and salons are small, independent entities. In spite of the Internet and all the newest technology, personal service and flexibility are still the key elements to success in professional beauty. Companies that utilize those ingredients will be successful and help our industry remain unique.”—**Gary Udell, Gerry Udell, Inc.**

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