

## mynewhair Guiding Principles

*mynewhair* is dedicated to supporting individuals with medical hair loss and making the public aware of the services available to them related to their hair loss. It is through our network of trained hair professionals that we are able to provide much of this support.

We welcome hair professionals new to the area of medical hair loss, and those who may already have a degree of experience, that are dedicated and committed to providing a caring advice and wig cutting service to clients.

We respectfully require all hair professionals who have trained with *mynewhair* to pledge their commitment to our Guiding Principles.

### Joining Our Team

Offering support in this area requires care, commitment, integrity and the genuine desire to always offer a responsible service to clients.

Before committing to offering a service under the *mynewhair* umbrella we ask that all hair professionals confirm that they fulfil the following criteria:

- NVQ Level 3 trained or have an equivalent level of experience and expertise.
- Motivation to supply a caring and sensitive advice and support service to clients, beyond merely the technical aspects of hair cutting.

### Our Service Expectations

We ask that all members of the *mynewhair* network to maintain our high standards of customer care, especially in relation to clients who have lost their hair.

*mynewhair* hair professionals should endeavour to adhere to the following professional conduct points when providing a service to clients:

- Initial client contact:
  - Sensitive telephone call handling to respectfully gather the information required.
  - Manage the client's expectations and give them clear and appropriate information.
  - Be transparent in relation to charges for wig cutting etc.
  - Greet clients in a friendly and sensitive manner appropriate to that client's personal circumstances
  
- Consultations and wig cutting:
  - Provide the client with the appropriate length of time that allows for delivery of a caring and compassionate service.
  - Ensure that it takes place with the appropriate level of privacy and in a discreet and sensitive environment.
  - Listen to the client's specific needs and sensitively deal with any issues that may arise.
  - It is not recommended that consultations should be chargeable.
  - Any charges made for wig cutting should be what is necessary to cover overheads, and it is suggested should not exceed that salon's 'cut and

blow dry' price.

- Quality and standard of service:
  - All hair professionals will endeavour to provide a service of the highest quality in terms of client care, expertise, sensitivity and professionalism
  - Hair professionals will endeavour to keep *mynewhair* informed of any changes to the service that they provide and the salon's facilities / policies so that clients can be informed via the *mynewhair* website.
  - *mynewhair* has an official Feedback and Complaints Procedure for any issues raised regarding any of our *mynewhair* salons and the service that they provide.

### How We Will Support Our Network Of Salons

The first level of our training is an introduction to *mynewhair*, the area of wig cutting and communicating with clients.

It is important that every *mynewhair* professional feels confident and comfortable in providing this service under the *mynewhair* umbrella. *mynewhair* endeavours to help and support our network in the following areas:

- Publicising the service that you offer through the *mynewhair* database of salons.
- Dealing with clients sensitively and effectively.
- Managing difficult situations in relation to the provision of services.
- Reviewing client feedback.

- Further training and on-going development.
- Advice and support in raising the profile of *mynewhair* and generating funds for the charity.

Following completion of Level 1 training and gaining further practical experience, hair professionals may wish to attend our Advanced Aftercare Training.

*mynewhair's* Advanced Aftercare Training offers further training and support in advanced technical wig cutting, hair re-growth and aftercare, and offers our network an opportunity to come together and share their experiences.

Advanced Aftercare Training will provide our network with advanced communication and cutting skills that will enable them to provide a high quality service to clients.