



SARAH COOPER

DOES HAIR

New Client Guide

Everything You Need To Know

Welcome



Hi! I'm Sarah

I create confidence boosting transformations for my clients through customized hair extensions and lived-in, low maintenance color. To have the ability to give people the hair they've always dreamed of is 100% pure magic. Every day I wake up excited for the day ahead because I'm aligned with my passion and genuinely enjoy my time with my clients.

I believe that when your soul is aligned with your path, you reach your highest potential and step into who you are meant to be. I spent 10 verrrrrry long years in corporate finance. I was burnt out, trying to juggle an uber stressful job, a serial entrepreneur husband and a toddler. I finally listened to that inner voice and dropped my stable, lucrative career and followed my heart to become a hairstylist. There hasn't been a single second that I've regretted that decision.

I believe in creating an elevated salon experience without intimidation. You don't have to get dressed up in your trendiest outfit to show your face here. If you want to wear your leggings, a baseball cap and no makeup - that's totally cool. You're not here to impress me - you're here to take a breather and relax. You are women on the go - busy people with busy lives. You deserve time to relax, chat and get refreshed. Getting in that selfcare isn't a luxury, it's a necessity.

A little about me:

- I'm trained in four different extension methods - and counting!
- I invest 10K + a year in continuing education to hone my craft.
- I like to think of myself as a 'cool mom'. My child is 6 so he still agrees. Moms - IYKYK.
- I'm a Pisces sun sign, Leo rising and Virgo moon.
- I love reality TV, documentaries, cooking shows and TikTok's about organization and fridge stocking. I'm not joking.
- Summers are best spent on a lake, in a lakehouse, on a boat or near a pool. Otherwise, it's a no for me, dawg.
- I met my British husband while we were on vacation in Mexico. We had a bi-continental relationship for about a year and were engaged after 6 months. And, yes, it was a little like 90 Day Fiance. We've been married since 2013.
- We have 2 dogs and a bunny. The bunny is the real MVP of the household.
- My favorite vacation spots are Costa Rica, the Amalfi Coast, Mexico and England. Bucket list locations includes Prague, Dubai and Japan.
- I'm obsessed with a lived-in, low maintenance blondes, the feeling of new hair extensions and Unite U Oil.

Have any questions for me? Feel free to [reach out!](#)

Salon Experiences

Here's a look at what we can do...

Modern Blonding & Color

Modern Blonding or Color services are multi-step appointments that deliver a "lived in" look that allow clients to go longer between appointments. These services include a root melt, toner, customized strengthening treatment, signature haircut and blowdry+ style.

Blonding Session - \$300

Blonding sessions are 1 - 2 times per year and are intended for existing blonde clients or new clients.
4+ hours

Blonding Maintenance - \$250

Maintenance service to keep blonde fresh between Blonding Sessions. Intended for existing Blonde clients every 6 - 10 weeks
2 - 3 hours

Transformative Blonding - \$100/hr

Transformative session/s that deliver major impact for a new or existing client looking for a transformative change.
4+ hours

Dimensional Color - From \$250

Uses multiple colors to create depth and dimension for brunettes.
2-3 Hours

Hair Extensions

Customized luxury extensions to add volume, length or volume + length. Consultation required.

One row install from \$200

Two row install from \$300

Three row install from \$400

Pricing excludes hair investment.

Traditional Color

Traditional services are single process appointments that do not include root melts, dimensional toning, multiple colors, hair cut, strength treatment, etc.

Traditional services typically take less than 2 hours.

Color Retouch (less than 2" of growth)	\$100 +
All Over Color	\$145 +
Traditional Foil Highlights	\$200 +

Specialty Services	from \$300
brazilian blowout	from \$75
styling	from \$90
wedding	

Lash & Brows	\$80
lash lift + tint	\$70
brow lamination	



Communication

Here's what you should know...

New Client Questionnaire

Upon receiving your booking request, you'll be sent a link to a new client questionnaire via email or text. This questionnaire will give me a better idea about what your goals are and to ensure we have the appointment booked appropriately. Click the link below to go to the questionnaire.

[New Color Client Questionnaire](#)

[New Extension Client Questionnaire](#)

Appointment Confirmation

You'll receive a text 72 hours before your scheduled appointment asking you to confirm or reschedule your appointment. I do have a 48 hour cancellation policy for color and a 72 hour cancellation policy for extension. I kindly request that you give at least 48 or 72 hour notice if you are rescheduling or cancelling or you will be charged a cancellation fee.

Client Appointment

At your first appointment, we will take some time to discuss your new client questionnaire and talk through your long term hair goals.

At this appointment and all future appointments, we will discuss what we want to accomplish during that appointment to ensure that we are on the same page. Communication is key!

Have questions?

You can reach me via email at sarah@sarahcooperdoeshair.com. I will respond within 24 hours.

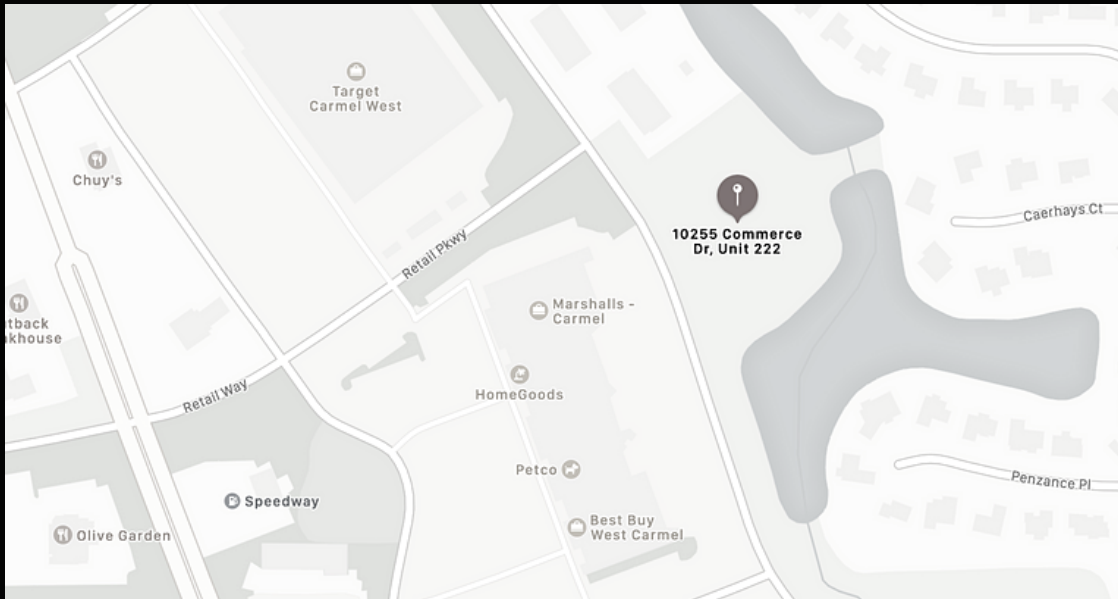
Email Communication

From time to time, you will receive an email from me sharing styling tips, pro beauty secrets, my monthly favorites, service promotions, new product launches and loyalty perks. Your information is safe and will never be shared with third parties.

Location

Here's Where You Need to Go...

The address is 10255 Commerce Drive Studio 222. 222 Carmel, IN 46032



The studio is located on the 2nd floor of the Link Office Suites building behind Marshalls on Michigan Rd. Enter the main doors on the north side of the building. Go up the stairs and turn left. The studio is #222.

Please arrive on time for your appointment.



First Appointment

Here's how it'll go...

Consultation

If you're like me, you're probably nervous to go to a new stylist. You don't need to be with me! I'm going to listen to you and I won't rush you in and out.

I'll take the time to discuss your goals with you and be honest about what is achievable and in what amount of time, always with the health and integrity of your hair in mind.

Timing

My goal isn't to be the fastest stylist out there. I really won't know how long your first appointment will take since there are so many variables like:

- how much hair you have
- how quickly your hair "lifts"
- how your hair absorbs color or toner

Please understand that we'll have a better idea of timing once we discuss your hair goals and go through your first appointment.

At Home Care

I will recommend products for you based on your service, your goals and hair type. I only recommend products to my clients that I 100% stand behind. This is why I do NOT carry only one full retail line.

I carry Cult + King styling products and my MVPs (most valued products) which are selected across product lines. My MVPs can change as new products are released. My current ride or dies include products from Cult + King, Unite, IGK and Olaplex.

Satisfaction

I strive to offer my guests the highest level of guest satisfaction. If you are having challenges with your extensions, color or cut, let me know within 7 days of your visit and I'm happy to correct the issue with no additional charge.

Should you make a retail purchase that you are unsatisfied with, I will accept retail exchanges at full credit for 30 days from your initial purchase.

I do not offer refunds on products or services.

Maintenance Schedule

Here's what to do to keep it up...

Hair Cuts	3 - 8 weeks
Tone + Treat	4 - 6 weeks
Root Touchups	4 - 6 weeks
Traditional Highlights	6 - 8 weeks
Extension Maintenance	6 - 8 weeks
Blonding Maintenance	8 - 12 weeks
Blonding Sessions	4 - 6 Months
New Extension Har	6 -9 Months

Referral Rewards

Here's how it works...

Referrals

Refer a
COLOR client
and
get rewarded with
\$20 off

Refer an
EXTENSION client
and
get rewarded with
\$50 off

The biggest compliment I can receive is you referring your friends, family, co-workers, neighbors or random strangers to me!
I appreciate these referrals more than you know.