

# behind the chair

*“To me there is nothing more satisfying than knowing I am using my expertise to make someone look and feel good. It is all about the experience.”*

Millions of American women regularly visit a hair salon to receive professional styling. If you are one of these, have you ever thought about the woman or man styling your hair? The person behind the chair? There are over 600,000 of them nationwide and virtually all of them consider your hair the most important part of their day. Just what do they feel when it comes to holding your hair in their hands? Here is what local stylist Jani Baze of Dimensions Hair Studio, Shear Express Inc. has to say:

No matter what you call us, — beauticians, hairdressers or professional stylists — we will tell you that we never had to “work” a day in our lives, that our job is our hobby and that our art is our life. To me there is nothing more satisfying than knowing I am using my expertise to make someone look and feel good. It is all about the experience.

Each day behind the chair I am given the chance to create art on someone’s head. It is a special kind of art that my clients will carry with them everywhere they go. Moreover they will not only display my work, some of them will be defined by it. As a creative mind, my work is not just about hair colors or style choices. It is about changing someone’s image for the better which might lead to changing a life.

A client said to me one day, “I received a compliment on my hair this week from a total stranger.” She paused, and then said, “The last time that happened was three years ago!” Then she hugged me and whispered, “Thank you.”

Wow! Who knew that a hair cut could have such an impact? An 18-year-old asked to have her hair colored so she could look more like her adoptive parents. Mesmerized, she stood before the mirror even after the service was over. She said she had never felt happier. An out-of-town client was asked what she wanted for her twenty-first birthday. She replied, “A ticket to visit my stylist in Florida.” As a stylist I live for moments like this.

Our industry changes continuously. The increasing number of products and tools has challenged the professional provider to learn what works and what doesn’t. I call it finding a Personal Hair Diet. Ask your professional service providers to lead you to a healthy choice when buying your professional products. Trust us! We know what “diet” will satisfy your hair.

We are your trend setters and your hair doctors. We attend classes regularly and search for newer, healthier ways to offer solutions to beauty problems. We know you are looking up to us, so get inspired! See your stylist, and let this day be a beautiful hair day.

—Jani Baze

The next time you confidently walk down the street feeling your best—remember the artist behind the chair—the one striving to make you the best you can possibly be.

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