

# Children's hair salon enters Utah market with first store in Layton

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*The Enterprise*

An entertaining and interactive hair salon for children is entering the Utah market with its first salon scheduled to open in Layton in December.

Snip-Its, a Natick, Mass.-based corporation that has 66 franchised children's hair salons in 26 states, was founded in 1995 by Joanna Meiseles who created the interactive salon after having a bad salon experience with her three-year-old son. The company has been named the 35<sup>th</sup> fastest growing franchise in the U.S. by *Franchise Times* magazine.

The Layton franchisees are Jim and Rossana Yorgason, both pharmacists at McKay-Dee Hospital in Ogden who were looking for a family friendly-type of franchise to become involved in.

"What I was really drawn to was the fact that their mission is to make the children's first and subsequent haircuts an adventure – something that's in a kids atmosphere that would put them at ease, give them entertainment and distraction," Jim Yorgason said. "Despite the current economic challenges, we expect the salon to be a big hit. I felt like it would fill a void in Northern Utah where we don't have a specific hair salon for kids in this area."

The new salon is expected to open on Dec. 12 and will be located 2065 N. Harris Blvd., in the Harris Pointe shopping center.

Upon entering Snip-Its, children and their parents will feel like they have jumped into the *see SNIP-ITS page 21* pages of something akin to a Dr. Seuss book.

"It has bright colors and has different cartoon characters," Yorgason said. "It's obviously just for kids."

In creating Snip-Its, Meiseles also created a cast of animated characters to go along with the children's theme. The characters – Snips, Jean Luc le Spritz, Curly Comb, Flyer Joe Dryer, the Clipette Sisters, and Maranga Mirror – are vital parts of the Snip-Its experience with their likenesses decorating the store as well as being features in videos shown on a 42-inch flat panel television in the waiting lobby, and being involved in interactive computer games at each hair cutting station.

"Each cutting station has a play station, which is a computer that has different activities for the children to do while they are getting their hair cut," Yorgason said. "The games feature the Snip Its characters. There are also short movies and cartoons, a tic-tac-toe game and a memory game they can play against the Snip-Its characters."

Stylists are specially trained in children's hair cutting techniques and styles by the company and receive continuing education from corporate artistic directors.

"There aren't very many stylists that specialize in children haircuts and working on moving targets," Yorgason said.

Snip-Its also has its own line of hair care products designed specifically for children, which are hypoallergenic and organic.

In addition to being a salon for children, Snip-Its offers parties, (typically for girl customers) in three types: Glamour Party, Hollywood Party and Style-A-Doll Party.

"They come in and they can get their hair styled, they can do little crafts, they will get their own mini-manicure and they each get a little tin of make up that is hypoallergenic that they can play with and have the party directors show them how to use it," Yorgason said. "They can dress up in different ball gowns and have their pictures taken."

A small catwalk gives the girls an opportunity to show off their new looks and have their pictures taken.

The Style-A-Doll party provides a life-sized head of one of the Snip-Its characters with long hair that will give the party-goers the opportunity to learn how to style the character's hair under the direction of the party director, as well as give the doll a make over. After the party, the dolls go home with the girls.

The parties are held in a party room in the salon, apart from the regular hair cutting stations. The salon also has a chair for adults to have their hair cut while they are waiting for their children; however, the salon specifically caters to children up to 12 years old.





*The colorful Snip-Its characters decorate the interior of the new hair salons designed for children.*

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