

TONI&GUY™

TONI&GUY has long been renowned as a pioneer and innovator within the hair industry, changing the face of the British high street and providing the link between high fashion and hairdressing. The Mascolo family's franchise model has maintained the company's high education and creative standards, protected the brand and made successes of thousands of TONI&GUY hairdressing entrepreneurs worldwide. It is widely regarded as the number one global hairdressing brand.



Market

In the 46 years since the birth of TONI&GUY, hairdressing has become a sophisticated industry worth billions, spawning some of the most influential and creative artists in the beauty and fashion sector. From individual salons to global chains, competition is fierce, with both men and women now seeking quality as well as service from their hairdresser.

Product

TONI&GUY aims to offer a consistent level of service, guaranteed quality and affordable hairdressing throughout the world with simple but well-designed salons offering high levels of customer care, exceptional cutting and innovative colour. All the techniques practiced

by its hairdressers are taught by highly trained and experienced educators in 28 academies around the world.

Within the salons, clients can watch TONI&GUY.TV, read TONI&GUY's award-winning Magazine and take away samples of luxury brands.

In addition to the salon experience, TONI&GUY offers two ranges of haircare products – label.m and TONI&GUY – and a collection of electrical styling tools.

Achievements

TONI&GUY has helped to change the face of the hairdressing industry on an international scale, dominating the UK high street. There are

now 406 TONI&GUY and 67 essensuals salons in 43 countries worldwide, while annual turnover exceeds £185 million.

TONI&GUY has an unsurpassed worldwide brand presence with a strong education network, currently operating 28 teaching academies globally – three in the UK and 25 internationally. An average of 100,000 hairdressers are trained each year, with more than 5,500 employees in the UK and a further 3,500 worldwide. A philosophy of motivation and inspiration is seen as fundamental to the brand's success.

TONI&GUY has won in excess of 100 awards, 48 of which are British Hairdressing Awards, including Best Artistic Team a record 11 times.

To date, TONI&GUY is the only hairdressing company to have achieved both CoolBrand and Superbrand status. In addition, in 2008 the company was voted Hair magazine's Nationwide Salon Group of the Year for the second time.

Co-founder and chief executive Toni Mascolo is a former winner of London Entrepreneur of the Year and was awarded an honorary OBE in 2008 for his services to the hairdressing industry. His daughter, global creative director Sacha Mascolo-Tarback, was the youngest ever winner of Newcomer of the Year at just 19 and has since won numerous accolades including London Hairdresser of the Year and, most recently, Hairdresser of the Year 2008/09 (as voted for by readers of Hair).

TONI&GUY haircare products have won numerous awards from magazines such as FHM, Hair and Grazia. Its electrical range has also achieved recognition: the Joystick Control Dryer won the coveted title of Best Appliance at the Pure Beauty Awards in November 2007; the Wave Soc Pro was voted Best Hairdryer on the Market by the Which? Report 2009; and four products have been short-listed in the 2009 Cosmopolitan Beauty Awards, Company Hair Awards and Your Hair Best Buys.

Recent Developments

July 2008 saw a redesign and upgrade of the label.m professional haircare range. Fusing a new luxurious design aesthetic with an interactive categorisation system, special patent-pending complex, website and eight additional product innovations, this distinctly trans-cultural range has now successfully launched in 48 countries.

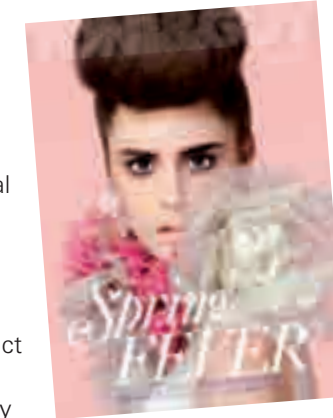
2009 will see the continued growth of both TONI&GUY.TV and Magazine across all territories, further enhancing the client experience globally.



Promotion

As a brand, TONI&GUY juggles the need for consistency, the desire to be fashionable and the reassurance of solid service values, supported by its philosophy of continual education.

TONI&GUY.TV launched in 2003 and was the first private network of its type. Containing up-to-the-minute content, from music to high fashion footage and interviews with the TONI&GUY artistic team, it adds an extra dimension to a client visit that can last anything from 45 minutes to two hours. With more than 90,000 viewers per week in the UK it has also become an outlet for associated, appropriate brands to communicate to this sought-after audience.



TONI&GUY Magazine was also launched in 2003 to echo and communicate the brand's heritage and philosophy, focusing on key trends in fashion, the arts, beauty, grooming and travel. Distributed in salons across Europe and as far afield as Australasia, the magazine promotes an inspirational and yet accessible face of the company to customers, employees and franchisees alike. In November 2004 it was recognised with the Association

of Publishing Agencies' (APA) Launch of the Year award.

TONI&GUY's sampling initiative has seen it form mutually beneficial relationships with carefully selected partners, while giving clients free samples of products and adding to their in-salon experience.

TONI&GUY remains committed to its vision to link the fashion industry with hairdressing through its sponsorship of London Fashion Week and Weekend, which began in September 2004. Having completed 10 successful seasons, the TONI&GUY session team works on almost 50 shows a year in the UK alone, supporting key British design talent including Paul Costelloe, Betty Jackson and Giles Deacon.

Brand Values

TONI&GUY's reputation has been built on the foundations of education, fashion and friendly, professional service. It aims to provide local, individually tailored, customer-led service, promoting an authoritative, cohesive and – most importantly – inspiring voice.

TONI&GUY is one of the most powerful hairdressing brands in the world, offering some of the best education, cutting and colour available. By being pioneering, passionate and inspirational, it seeks to provide the ultimate link between fashion and hair.

toniandguy.com

Things you didn't know about TONI&GUY

TONI&GUY's co-founder and chief executive, Toni Mascolo, still cuts hair once a week, alternating between London's Sloane Square and Mayfair salons.

In 2008 the TONI&GUY International Artistic Team made more than 70 overseas visits, educating and performing in shows and seminars to over 100,000 hairdressers globally.

It takes each assistant more than three years to become a qualified TONI&GUY hairdresser.



1963	1980s	1990	1997	2001	2003
TONI&GUY is launched from a single unit in Clapham, south London by Toni Mascolo and his brother, Guy.	In 1982 the TONI&GUY Academy launches. At the end of the decade, the first TONI&GUY franchise opens in Brighton.	TONI&GUY's first international salon opens in Tokyo, Japan. Three years later, the first International Academy launches in Stuttgart, Germany.	Toni's eldest son, Christian, co-launches essensuals with his sister, Sacha.	The TONI&GUY signature haircare range is launched.	Toni and Pauline Mascolo launch the TONI&GUY Charitable Foundation and begin raising money for a TONI&GUY Ward in the Variety Club Children's Hospital, London.

2005	2007	2008
Also in 2003, Sacha's husband, James Tarback, launches TONI&GUY's own TV channel – TONI&GUY.TV – TONI&GUY Magazine and the TONI&GUY Media division.	The professional haircare range, label.m, launches, growing to include more than 45 products distributed in over 47 countries internationally.	The Model.Me haircare range and TONI&GUY's electrical line are launched.