

# New Technology Lets Salons Benefit from Internet Sales

The internet is playing a growing role in consumers' lives. Consumers like to purchase products – and especially beauty products – on the internet.

A new technology has developed a way to sell online while crediting your salon electronically for all of your clients' purchases. Not only will sales increase, you'll also be taking a major step toward stopping diversion in its tracks.

In the past, salon brands have opted not to sell online. However, that's left the electronic marketplace wide open for diverters to provide the availability that consumers – your current and potential clients – want and demand. As a result, salons and spas have lost the initial retail sales, as well as the incremental and repeat sales. Often, consumers making these purchases receive old formulas, outdated packaging and even completely counterfeit product, and that just dilutes the value of the brand.

One example of a company that has tapped into this new technology is Paul Brown Hawaii. The company recently announced that it has redesigned its website to sell its products online and share revenue with its distributors, distributor salon consultants, salons, spas and stylists. This represents a major evolution in the professional salon business model as we have known it, giving an entirely new way to service clients.

So how does the program work? In the offline world, consumers choose where they want to shop based off geographic proximity, products and offered services, relationships with salons and stylists, referrals, price and other factors. Reshare, whose patented solution enables brand-manufacturers to sell their products via their websites direct to consumers and “re-share” online sales revenue with valued channel partners, replicates that consumer choice in the online world.

When a consumer visits the website and elects to purchase a product, the consumer will be asked to select her preferred salon. That preferred salon will be paid a “commission” for the sale. The consumer can locate these partners by zip code, city, or state or by typing a salon's or spa's name into a text box. Upon completion of the transaction, the salon or spa is paid electronically for the sale. (Its DSC and distributor get credit, as well.)

Reshare provides all partners with complete online reporting regarding consumer and back-to-back purchases and respective attributable profits.

“By launching this program, we will be able to increase sales for everyone in our distribution channel by making our products available to salons and consumers anywhere in North America,” said Ron Willoughby, president and chief executive officer for Paul Brown Hawaii. “We will also be returning even more dollars to our professional distribution channel by taking this major step toward eliminating diversion.”

In addition to giving your clients an alternative to picking up a product at the grocery store when they run out between visits, the program also expands a salon's product offerings. You probably cannot stock, display or effectively represent 100 percent of a brand's product line. Now, your clients can select from a brand's entire product line on the website. In doing so, salons can “virtually stock” up to 100 percent of a manufacturer's products. And you get credit for the purchases.

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For more information, visit [www.reshare.com](http://www.reshare.com), or contact Juli Baecker, Reshare director of business development, at (952) 426-7392 or [julib@reshare.com](mailto:julib@reshare.com).