



◀ "The retail area should create a buying environment for consumers. Back-lighting lures the consumer to approach the merchandise and shop. Color psychology creates a subliminal buying effect on the shopper's mood. And the layout exposes the consumer to the greatest amount of inventory for the longest period of time."



▼ "Color is a major area too often tucked away in the backroom. It should be a focal point to entice new consumers to experience the service. Here, stainless steel and illumination complement the furniture."



shelves that attract clients to the products and incorporating the color bar into the center of the salon which prompts the client to initiate the color conversation."

Although the salon has only been open since January, Aronica says retail sales are up as clients are lured to the shelves. With plasma TVs displaying fashion videos infused with product messages, the 30-foot illuminated wall creates its own virtual runway. That's just what Aronica and Alexander intended.

With a Ph.D. in behavioral psychology, Alexander helps salon and spa owners maximize their business opportunities by incorporating environmental psychology to create a new consumer experience. In these images, he points out important aspects of the design. ■

The Minardis' version of "the right light."

## THE RIGHT LIGHT

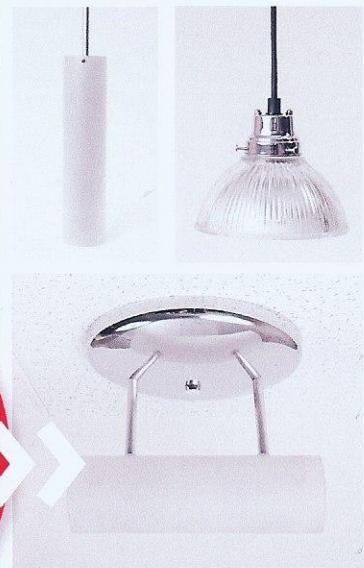
**FOR YEARS**, Beth and Carmine Minardi preached about the importance of the right lighting for successful hair coloring and design work. Now the internationally recognized educators and owners of New York's Minardi Salon partnered with Eco-Lite Products to explain the situation.

The new **Minardi Perfect Lighting System** uses three fixtures to create full-spectrum lighting that is perfectly balanced and harmoniously blends the warm and cool tones of natural daylight. This eco-friendly system also saves the salon money on electric bills, produces far less heat and reduces how often light bulbs need to be changed.

"This system can show off colorists' talent in a whole new light, while reducing re-dos and adjustments, helping make clients happy," says Beth Minardi.

The system includes three different lighting fixtures: The ambient light is the workhorse of the salon that spreads an even canopy of bright light. Task lighting focuses directly on the client's head, allowing for proper evaluation and color processing. The mirror light adds warmth to the room, eliminating circles under the eyes and adding a warm and healthy glow to clients' complexions.

For a free salon analysis or for more information, call **800-345-9652** or e-mail [minardilighting@eco-lite.com](mailto:minardilighting@eco-lite.com).



Clockwise: The Minardi mirror light, task light and ambient light.