

BUILD YOUR MENU

Where AWARE Fits In

Add a scalp layer to the services you already offer. Start simple, then grow into treatment.

BASE

Backbar Service

Included

With any wash

Turn every wash into a retail opportunity.



RETAIL

Take-Home Ritual

\$110-\$170

Average retail

Extend results between appointments.



TIER 1

Scalp Analysis

\$25-\$35 10 min add-on

Show clients their scalp, then recommend the right care.



TIER 2

Express Scalp Treatment

\$55-\$75 20 min add-on

Restore balance. A complete reset, from cleanse to protect.



TIER 3 • COMING SOON

Full Scalp Experience

\$100-\$125 60-90 min

A complete scalp experience, from analysis and exfoliation to cleansing, conditioning, massage, and protection.



AWARE HAIR

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