

TONI&GUY™

TONI&GUY has long been renowned as an innovator within the hair industry, bridging the gap between high fashion and hairdressing. Widely regarded as the number one global hairdressing brand, 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.



Market

In the 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 and service.

TONI&GUY has helped to change the face of the hairdressing industry on an international scale and today has an annual turnover in excess of £185 million, 228 salons and 39 essensuals salons in the UK, and 229 salons in 42 countries worldwide.



Product

TONI&GUY salons aim to offer a consistent level of service, guaranteed quality, exceptional cutting and innovative colour – in simple but well-designed salons and at an affordable price. All techniques practised by the stylists are taught by highly trained and experienced educators in 24 academies around the world.

A client's in-salon experience is enhanced by extras such as TONI&GUY.TV, the TONI&GUY Magazine and samples of luxury brands to take away. In addition, products from the professional label.m range – created and endorsed by Sacha Mascolo-Tarback and her International Artistic Team – can be purchased in salons, enabling clients to replicate fashion-inspired styling at home.

Achievements

TONI&GUY has a worldwide brand presence and is recognised for its strong education network, currently operating 24 teaching academies globally – three in the UK and 21 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. This philosophy of motivation and inspiration is seen as fundamental to the brand's success.

TONI&GUY has won in excess of 50 British Hairdressing regional and UK awards including Best Artistic Team a record 11 times and British Hairdresser of the Year three times. Co-founder and chief executive Toni Mascolo is a former winner of London Entrepreneur of the Year and in 2008 received an honourable OBE in recognition of his services to the British hairdressing industry.

Toni's daughter, global creative director Sacha Mascolo-Tarback, was the youngest ever winner of Newcomer of the Year at just 19 years old. Other awards since include Hair Magazine's Hairdresser of the Year 2007; Creative Head's Most Wanted Look of the Year in 2006, and its Most Wanted Hair Icon in 2009; and Fashion Focused Image of

the Year from the Fellowship for British Hairdressing in 2008 as well as its 2010 Hairdresser of the Year.

TONI&GUY branded haircare products have received recognition through numerous trade and magazine awards over the years including accolades from Hair Magazine, Pure Beauty, Grazia, FHM, Beauty Magazine and Cosmopolitan to name a few.

From the TONI&GUY electrical range, 2010 has seen the Innovation Touch Control Digital win two highly coveted industry awards including Gadget/Accessory Launch of the Year 2010 and Best Electrical Appliance Launch 2010.

In addition, the company was the first ever winner of Hair Magazine's Readers' Choice Award for Best UK Salon Group in 2006.

Recent Developments

In 2007, the TONI&GUY signature range of products was relaunched with a 45-piece colour-coded haircare system. The aim was to improve navigation between products and their specific benefits.



In the same year the Model.Me haircare range launched: a collection of 15 products developed in partnership with leading fashion and music personalities Erin O'Connor, Helena Christensen and Jamelia. Model.Me was recognised in its launch year with awards such as Best Use of Press at the Beauty Magazine Awards 2007, and has received more recent endorsements from Company and Cosmopolitan magazines.



2008 saw both TONI&GUY.TV and TONI&GUY Magazine rolled out across all territories, enhancing the client experience in every TONI&GUY salon and Academy. This was followed in 2010 by the launch of a redesigned website, which attracted three million users in its first nine months. The website features an online booking system, salon microsites, e-learning facilities, an online store, and style galleries to inspire clients.

Promotion

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

TONI&GUY.TV launched in 2003 to enhance clients' in-salon experience. Containing up-to-the-minute content, from music to fashion and travel, it receives more than 90,000 views per week in the UK. It has also become an outlet for associated, appropriate brands to communicate to this sought-after audience and recently won Best Use of Video at the 2010 APA Awards.

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 globally as far afield as Australasia, the magazine promotes an inspirational yet accessible face of the company to customers, employees and franchisees alike. In November 2004 it was named Launch of the Year at the APA Awards and in 2010 won Best Consumer Publication.

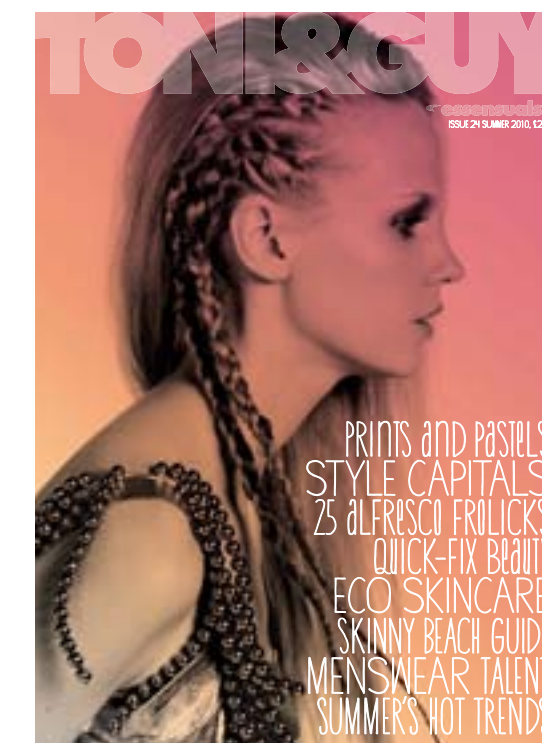
TONI&GUY remains committed to its vision to link the fashion industry with hairdressing through its sponsorship of London Fashion Week and London Fashion Weekend, a partnership that began in September 2004. The TONI&GUY session team works on more than

60 shows per year in London, New York, Paris and Milan and offers support to key British design talent including Giles Deacon, Todd Lynn and William Tempest. This commitment to support the fashion industry is highlighted by the appointment of Sacha Mascolo-Tarback and James Tarback to the British Fashion Council/Vogue Designer Fashion Fund for the support of new design talent.

Brand Values

TONI&GUY's reputation has been built on an impeccable pedigree and foundation of education, fashion focus and friendly, professional service. TONI&GUY aims to encompass the importance of local and 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 and guaranteeing innovative cutting and colour. It aims to be fashionable but friendly to provide the ultimate link between fashion and hair – pioneering, passionate and inspirational.



Things you didn't know about TONI&GUY

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

TONI&GUY has published 34 collection books as well as 30 video/DVD educational collections. It now produces one DVD each year, which is bought by more than 20,000 hairdressers.

TONI&GUY educates more hairdressers than any other company in the world.

1963	1982	1985	2001	2003	2004
TONI&GUY is launched from a single unit in Clapham, South London by Toni Mascolo and his brother Guy.	The TONI&GUY Academy launches.	TONI&GUY's first international salon opens in Tokyo, Japan.	The TONI&GUY signature haircare range is launched. The following year Toni and Pauline Mascolo launch the TONI&GUY Charitable Foundation.	TONI&GUY Magazine and TONI&GUY.TV are launched in the UK. The brand also expands into different markets, opening an optician and a deli-café.	TONI&GUY becomes the Official Sponsor of London Fashion Week.

2005	2007	2008	2010
The professional haircare range, label.m, launches, growing to include more than 45 products that are distributed in over 47 countries.	The Model.Me haircare range is launched, as is an electrical line.	Toni Mascolo is awarded an OBE for his services to the British hairdressing industry.	Sacha Mascolo-Tarback and James Tarback join the British Fashion Council/Vogue Designer Fashion Fund. The company comprises 267 salons in the UK and 229 internationally.