

Keystone Hair  
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## About Keystone Hair



My name is Tom Scotti and I am an owner at Keystone Hair. We have been servicing hair piece clients for over 40 years. In 1976, my mom delivered my father's first hair piece and our family was in the hair replacement business.

Today, Keystone Hair is nationally recognized as a leader in the **non-surgical** hair replacement field. Gone are the days of fake looking hair pieces. At Keystone Hair, we are raising the bar in men's hair piece technology.

Our success can be attributed to 3 philosophies: offer the latest technology, have the best people working on our clients and our owners are active in the day to day operations of the business.

Read on to learn more...

*“ I pledge that if you follow our advice, you will not leave our salon looking like a toupee wearing fool. “*



*Tom Scotti  
Keystone Hair  
Owner*



## **Always Improving Technology**

When it comes to natural looking hair pieces, it all starts with the product. If you don't have the latest technology, you won't have an undetectable hair piece.

Technology in all aspects of life is improving. Our products have improved from sort of undetectable, to almost undetectable to nearly impossible to distinguish from your own hair. This is not an "old fashion" toupee. Unfortunately, not all hair replacement salons offer their clients these amazing products and that is why you see bad looking hair pieces out in the world.

The national "club" chains usually order massive quantities of one type of product, because it keeps their product costs lower. These multi-billion dollar companies are more concerned about making shareholders and investors happy, not you.

The single operator hair salon has probably been around for many, many years. If the owner has been doing hair for a long time, burnout can occur quickly. He/She has been doing the same old things over and over again and everyone seems to have the same style and product.

Finally, you have a center like Keystone Hair. This type of business cares about doing great work for its clients. We invest in new product development, invest in our people, invest in on-going training, and invest in providing the most undetectable hair pieces available.

If your center is not keeping up to date with the latest technology or you think your hair replacement is old fashioned, call Keystone Hair at (215) 245-5556.

## **Highly Skilled Technicians**

Even if you have the best hair replacement products, you still need to have someone who has the skill and experience to perform it the right way.

Just because someone is a licensed barber or hair stylist, does not mean they will have the talent or knowledge to provide you with an undetectable hair piece. Your stylist develops this skill through experience and ongoing education. Continued education is very important to Keystone Hair.

Hair Replacement is a profession. The stylists are trained and licensed to perform all of the hair care services. Moreover, hair replacement has its own special trainings and workshops to help the stylists become better at offering undetectable hair replacement to their clients.

Our stylists continue to improve their skills at international hair replacement conferences, regional seminars and in house workshops.

We developed the Keystone Hair Replacement Academy, where we offer workshops and classes to independent hair replacement centers on how to perform hair replacement the Keystone way. We have performed these trainings at our center and at international hair replacement conferences.

Our stylists are paid well above the industry averages. Our compensation package includes personal time, retirement plan, medical insurance, and other perks. We invest in our employees so that they remain with our company and are here for you for years and years.



If you walked into the doctor's office and each time you saw a new receptionist and new nurses or even new doctors, it would cause you concern.

When you schedule your hair appointment, you want to see familiar faces. It provides you with comfort and reassurance that your center will be there for you.

Keystone Hair has little turnover in our staff. When you visit us you will see the same smiling faces.

If you are ready for a better hair replacement experience or you just want to know what your options are, call Keystone Hair at (215) 245-5556.

## Owners Who are Active in the Business

Even if you have the latest products and the best skilled people, the business needs to be managed the right way. Over 40 years of experience means we know what we are doing and we do it very well. Our owners are active in the day to day business.

When you work with people who own the business and who work in the business, you have a business that is cared for and you have clients who are treated like family. Our business is not cold and corporate. It has a soul and vibe. That vibe comes from the owners and the staff.

We are available for our clients. We are not a multi billion-dollar corporation that has many businesses to oversee. We do not have General Managers being shuffled from center to center. We work in our business, care about our business, and strive to offer our clients the best products and services we can.

All of our livelihoods depend on the success of our business. The success of our business depends on the relationships we build with our clients.

Keystone operates by the following principles:

- *We will pursue developing the finest hair piece products available.*
- *We treat each customer as we would treat a friend in our home.*
- *We will be extremely responsive when a client has an unexpected problem or concern.*
- *We will honor our client's time. Appointments will start and finish promptly. If and when there is an emergency that causes a delay, we will let you know about it.*

In 2005, Keystone Hair was awarded the Golden Scissors Award for our contribution, dedication, and commitment to hair replacement excellence. New Image Labs, an international hair replacement manufacturer, awards this prestigious honor to a salon that best demonstrates a commitment to hair replacement innovation, growth, and service excellence.

Now you know about Keystone Hair, your next step is to schedule a consultation to talk about how we can help you with your hair loss problem.

We are looking forward to hearing from you and helping you look and feel your very best.

*Tom Scotti*

Tom Scotti  
Keystone Hair  
Owner