

Welcome to b.LUXE Hair and Makeup Studio, your one-stop beauty destination! We're so excited to offer you our Client 365 Plan, an individualized blueprint to help us give you your dream hair. We'll identify your goals, document your past experiences (both good and bad), gather reference photos, and establish a clear service map to follow for the upcoming year. This plan will be your first step toward achieving your desired look, and we promise to be with you every step of the way! Our aim is to provide you with the best hair experience you've ever had! If you find yourself needing more space to write, please continue writing your response on the back.

### 1. Personal Information

Name: \_\_\_\_\_ Age (optional, but age can be a determining factor in hair health): \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Home Address \_\_\_\_\_  
(we regularly send out promotions & customer appreciation mailings):

### 2. Hair History

a. Is your hair currently chemically/color treated? Yes No e. How often do you typically get your hair cut? \_\_\_\_\_

b. Have you ever chemically treated your hair? Yes No f. How often do you typically get your hair colored? \_\_\_\_\_

c. If yes, please provide details (e.g., coloring, perming, straightening): \_\_\_\_\_

d. If so, at any time in the last 2 years, have you used box dye? Yes No  
(No shame here, just honesty, please! Heavy metals in box hair dye can be catastrophic when combined with salon-quality hair color. Letting us know that your hair may contain these chemicals ensures we properly treat your hair before your service for amazing results)

### 3. Current Hair Status:

a. Hair Type (e.g., straight, wavy, curly): \_\_\_\_\_ c. Hair Thickness (e.g., thin, medium, thick): \_\_\_\_\_ e. Regular Moisture Level (e.g., dry, oily, damaged): \_\_\_\_\_

b. Hair Length (e.g., short, medium, long): \_\_\_\_\_ d. Hair Texture (e.g., fine, coarse): \_\_\_\_\_

\_\_\_\_\_

### 4. Desired Hair Goals

a. What is your main hair goal? (e.g., length, volume, texture, color): \_\_\_\_\_ c. Please describe below what you would like your hair to look like and bring a few screenshots to show your stylist examples of your description.

b. Are there any specific styles or looks you are interested in? \_\_\_\_\_

### 5. Previous Hair Experiences:

a. Have you had any positive or negative experiences with hair services in the past? Yes No (This helps us understand what you love/don't love about a hair experience.) If yes, please provide details: \_\_\_\_\_

### 6. Hair Wish List

a. Are there any specific hair products or treatments you are interested in trying? (Smoothing Treatments, Deep Conditioning Treatments, Scalp Spa Treatments, Glossing, Deva Curl Specialty Cut, Extensions, etc) \_\_\_\_\_

b. Do you have any specific concerns or personal requests regarding your hair? \_\_\_\_\_

\_\_\_\_\_

7. Do you prefer a quiet appointment or enjoy a fun conversation with your stylist? (either is perfectly wonderful)

8. Do you have any allergies that you would like to make us aware of? \_\_\_\_\_

9. Additional Notes: Is there anything else you would like to share about your hair or hair preferences?

\_\_\_\_\_

Thank you for taking the time to complete this survey. Your answers will be uploaded to your Customer 365 Plan to help us better understand your hair needs and provide you with the best possible service in the year to come.

*We look forward to the upcoming 365 days!*  
The b.LUXE Beauty Team