

Diagonal Reports

Global Salon Panel (GSP) 2003 GSP Guide to Salon and Spa Terms

- **Salon and Spa Market**
- **Professional Beauty Channel**
- **Health and Fitness Club Market**
 - **Spa Market**

Revised: February 2003





Diagonal Reports

Standard term	Variants, including spellings
aerobics	
ageing	– aging – hair ageing –
all over colouring	– solid colour –
allergy	- allergic – patch test – allergy test –
ancillary service –	
appointment	
apprentice	– trainee – student –
aromatherapy	– Over-The-Counter sales –
assisted sales	
association	– trade association –
at a glance	– market at a glance –
at home hair dresser	– hair dresser works from own home – hair dresser visits client in client’s home –
at-home hair care	Do-It-Yourself hair care
baby boomer – ageing baby boomer	
<i>balayage</i> – <i>baliage</i>	– colouring technique –
bar – juice bar – coffee dock	
barbers	– men’s hair salon –
basic hair service	– wash, cut, and style –
bath care	finnish bath – roman bath – turkish bath – hot springs – steam bath
beautician	– cosmetologist – aesthetician –
beauty care service	– non-hair service –
bio ionic	– ion-retexturizing –
bleach	– hair colouring –
blow dry	– blow drying –
body building	– body-building –
body care	– body services – body-bath –
body wrap	
booth rental	
botox	
boutique salon	
braiding	– braids – weaving – corn rows – dreadlocks – locks –
brands	– leading brands – brands ranked – salon brands – retail brands –
brassy tone	
bridal services	– wedding party –



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budget salon	– low-market salon – low market salon
cardio	– cardiovascular –
cellulite	
chain	– nationwide chain – nation-wide chain – regional chain – international chain –
chemical curling	– permanent wave –
chemically treated hair	– coloured hair – color treated hair – permed hair – relaxed hair – straightened hair –
chemicals	ammonia – hydrogen peroxide – oxidizing agent – developer – ammonium persulfate – sodium hydroxide –
chiroprody	– pedicure – foot care –
chiropractic	
chlorofluorocarbons – cfc	
chlorine	chlorinated water
city, cities	
classes	– group classes – individual classes –
client consultation	– client consultation – client advice – stylist recommendation– individual consultation – personalized service –
client loyalty	
coffee bar	
coiffed hair	– styled hair – groomed hair – salon look
coiffure	
colour – colouring –	– color – haircolor – coloring – hue – pigment – tone –
colour correction	
colour enhancing	– colour maintenance – colour conditioner
colour remover	
colourant	– colorant – hair coloring preparation – dye – hair dye lotion – hair dye powder – permanent colourant – semi-permanent – demi-permanent – temporary –
colouring process	– double colour process – single colour process – bleach –
company	– company – companies – manufacturer – product manufacturers – distributor – profile –
competition	– contest – award –
complimentary services	
conditioner	– hair conditioner –
cosmeceutical	
consumer profiles	– age – gender – age segment – teenager –



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	baby boomer – top client segment –
cosmetics	– beauty products – make up –
creche	
crepage	– colouring –
crimping	– curling hair –
cromotherapy massage	
Cruelty-free	– not tested on animals –
Curl	– wave – curl perm – curly perm – wave perm – curly hair –
damaged hair	– damage prevention – damage repair – hair treatment –
dandruff	
Defrizz	– defrisage –
department store	– ground floor cosmetics counter –
depilation	– hair removal – electrolysis – laser depilation – wax depilation – threading –
distribution	– indirect distribution – direct distribution –
distributor	– supplier – retailer – wholesaler –
do-in massage	
do-it-yourself (DIY)	
Drug store	– drug store (self service) – discount drugstore –
electrolysis	– depilation –
environmental	– eco – green – natural –
ethnic	
exfoliation	– skin care service –
express services	– rapid services –
eyebrows	
eyelashes	
face care	– facial– facials – facecare –
face lift	– face peeling –
fashion colour	– fun colour –
feldenrais	
finger styling	
fittings	– equipment – furniture – machines – decor –
flash	– flashe – colouring – highlights –
food service	– snack service –
foot massage	
franchise	– chain –
frequency of visit	
frizz	
frost	– frosting –
<i>fugace</i>	– temporary colourant – highlights –



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glacage	– colouring – glazing – icing – highlights –
grease	– greasy hair – oily hair –
grey hair	– gray hair – white hair –
gym	– Health and Fitness Club –
hair accessories	– combs – clasps – ribbons – pins – decorations –
hair care	– haircare – hairwear – hair cosmetics – hair manicure –
hair care products	– shampoos, conditioners, treatments –
hair colourant	–permanent, semi–permanent, demi–permanent – semi temporary temporary – gradual –
hair colourant, progressive	gradual colourant – progressive dye
hair colourant, semi–permanent formats	liquid, gel foam, aerosol foam
hair colourant, temporary, formats	rinse, gel, mousse, spray
hair cut	– hair cutting – hair trim –
hair extension	
hair loss	– hairloss – hair–loss – alopecia – thinning – balding –
hair loss product	– hair loss prevention products – hair grower – hair nutrients – hair restorative – hair restoring product –
hair mascara	
hair oil	
hair problems	– dryness – grease – split ends – hair loss, thinning hair – sun – ageing hair – chemicals – colour damage –
hair regrowth	– root line –
hair sauna	– hair spa –
hair stylist	– hair dresser – hair designer – colourist – hair technician – staff – employee –
hair tools	– scissors – brush – dryer – clippers – irons – tongs –
hair treatment product	– hair tonic –
hair treatment service	– recovery – damage prevention – damage repair –
health / fitness club	– health and fitness club – heath and fitness studio – gym –
health / fitness club equipment	machines – aerobics, bicycles, bikes, cardio, cardiovascular, cycles, steps – weights – treadmill – step –
henna	– plant colourant –
highlights	– highlighting – foil highlights – colouring technique –



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hydration –	– hydrotherapy – water –
In-the-basin hair salon products	– in-the-bath – over-the-bath –
ion-retexturizing	– ion-retexturing – bio ionic ion-retexturing – ion-retexturizing straightener –
Japan hair care product terms, coating	– coating preparations for split ends – cuticle-coating preparations –
Japan hair care product terms, cosmetic	shampoo, rinse, hair tonic, treatment, pomade and stick pomade, hair cream, hair oil, liquid hair dressing (nutrient), set lotion, hair spray, hair coloring preparation, –
Japan hair care product terms, medicated	– drugs – hair growers, nutrients – hair growing lotion – hair dye lotion (colouring prep) – hair dye powder (colouring prep) – permanent waving agent – medicated shampoo –
jogging	
kickboxing	– kick boxing –
laundry services	– washing – ironing –
lipstick	– lip make-up
Liquids	– shampoo, conditioner –
lowlights	– darkening hair – colouring –
Loyalty schemes	
lymphatic	– lymphatic drain massage – lymphatic massage –
makeup	– make-up – makeup –
male hair salon	– barbers –
manicure	– nail services –
market	– market overview – market segments – market share –market size – market variations – market trends –turnover – business variations –
Masks	– masque –
Massage	aromatherapy massage – cromo therapy – do-in massage – foot massage – hand massage – hydrotherapy massage – lymphatic massage – lymphatic drain massage – reflexology massage – scalp massage – shiatsu massage – shoulder massage – swedish massage – therapeutic massage – reiki massage – remedial massage – sports massage –
<i>mêche</i>	
medicated hair products	– treatments – drugs – quasi drugs – medicine for hair –



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membership fees –	
mesotherapy	– fat removal – weigh loss–
moisturising	
movement classes	– dance – exercise – eastern movement –
movement classes, types	– step – aerobics – spinning – yoga –
movement eastern, types	– shiatsu – aikido– tai-chi – tae-bo – yoga – kickboxing –
nail services	– nails – acrylic nails – varnish – false nails – manicures –
natural colour	
natural products	– botanicals – new age – organic – herbal – plant – vegetable – chemical-free
naturopathic services and therapies	– reflexology – osteopathy –aromatherapy –
Negative ion hair care	– negative-ion –
neutralizer	– relaxer –
non-natural colour	– pure colour
nutrition	– diet – dietary –
one-stop shop	– multi-service salon – day-spa (see spa) –
opening hours	
over the counter product retail	– in-salon retail –
own line products	– own brand – own name brand –
parallel sales	
partnership	– partner salon – sales agreement –
pedicure	– foot care –
perfume	– scent – scented – perfumed – fragrance – aroma –
perm	permanent – soft perm – soft curls – volumising perm – volume perm – acid perm – alkaline perm – classic perm – hard perm – wave perm – – booster form – S-curl – Blow Out –Weave Wash –
permanent make up	
permanent waving agents	– perm –
promotions	– advertising – ads – adverts – shows – tours –
personal trainers	
pharmacy	– chemist –druggist (service)
physiotherapy	
pomade	
prestige salon	– premium – celebrity – up-market – boutique salon – designer –
prices	– sample prices – average prices – discounts – coupons – transparent – pre-set prices –



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	standard prices – special offers –
product categories, hair	Hair care (shampoos, conditioners, treatments), Stylants, Technical products (colourants, perms)
product demonstrations	
professional	– professionelle – professionnel – salon products – salon exclusive products – salon brands –
profile	– company profile – manufacturers profiles – distributors profiles – salon profiles – sample profile – profile size –
razor cuts	
recyclable products	– refillable –
reflexology massage	
regrowth	– regrowth line – root line –
Regulatory	– regulations – enforcement –
reiki massage	
relaxation	– sensory service –
relaxer	– hair straightener – strong – medium – weak – no lye relaxer –
remedial massage	
retail product	– domestic – household use –
retail sales	– Over-the-Counter sales – salon product sales –
salon	– hair salon – studio – hairdressing salon – hairdresser shop – beauty salon – beauty studio – esthetic salon – spa – boutique – independent – chain – single-outlet – multi-outlet – salon sector – salon market segment – top salons – leading salons –
salon business	– in-salon business – ranking – hair services – non-hair services – salon turnover – salon employment – category –
'salon look'	– styled hair – coiffed hair – high maintenance hair style –
salon products	– professional products –
scalp massage	
seats	– chairs –
sensory services	– alternative – eastern – oriental – naturopathic – relaxation – breathing – destress – pamper – wellness –
shampoo	– shampoo – rinse set – liquid –
shiatsu massage	
Shine	– shine serum – gloss – glossers – glazes –



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	glass –
shoulder massage	
showers	
skin care	– skincare –
slimming	– weight loss –
software program	– software programme –
solarium	– sunbed – tanning –
spa	– day spa – one stop shop – beauty salon – beauty-body salon – beauty studio –
spa services	– non-hair services – beauty – sensory – body – relaxation – wellness – health –
special occasion hair style	– party hair style – up-do –
speciality cosmetics stores	– perfumists –
spiral perm	
split ends	
sports	– indoor sport – outdoor sport – tennis – badminton – running track – golf – squash, basketball –
straighten (hair)	– relax hair–
Stress	– money-rich, time-poor – destress – fatigue – time pressures –
stylant	– styling system – stylant aid – styling product – finishing product – hair dressing (Japan) – grooming product – retexturize – retexturizer – control products –
stylant format	– wax – liquid – lotion – gel – spritz – mud – glaze – hair glass – hair gloss – hair lacquer – aerosol hair spray – pump hair spray – mousse – lotion – set lotion – stick pomade – pomade –
styling appliance	– styling tool – brush – comb – dryer – irons – tongs – straightening iron – diffuser – heated roller – curler – curling tong – hood dryer – heat appliance – thermal appliance –
swedish massage	
tatoos	
technical hair services	– colouring – perming – relaxing – retexturing –
technical products	– colourant – perm –
therapy	– therapies – therapeutic –
thermal	
thermolysis	– weight loss –
thinning hair	– hair loss –
threading	– depilation –



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tint	– colourant –
tone	– warm tone – cool tone – hue –
Tone on tone	– tone-on-tone – ton sur ton –
training	– education – professional hairdressing courses – refresher courses – seminars – courses – instruction – workshops – academy – school – salon school
treadmills	
two-in-one	– 2-in-1 – rinse-in-shampoos –
Underlying colour	
Uni-sex salons	
valet parking	
vichy shower treatment	
<i>visagiste</i>	– beauty counsellor–
volume	– volumizing hair services – volumize– thicken – add body –
walk-in visit	
wash and go (hair style)	
water facilities	– bath – Jacuzzi – sauna – spring – water zone – counter current pool – swimming pool – hydrotherapy –
weight lifting	– body building –
wellness	– health and fitness – sensory service –
whitening	– skin whitening –
Wig	– false hair –



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