



geoTM

palette
hair system

The Geo Palette Academy and Geo Palette Salon
158 Carman Road, Dix Hills, NY 11746
956 Broadway, Woodmere, NY 11598
516.374.1490
www.geopalette.com

Follow Geo Palette on Facebook



geoTM

palette
hair system

introduction



What is the Geo Palette Hair System?

The *Geo Palette Hair System* has been developed so that salon professionals can go beyond the existing techniques of hair design and color to create undisputed dynamic results and to improve service efficiencies. The Geo Palette inventor, New York salon owner George Mennella, developed the System after many years of research and development. His System is based on an architecture that allows for hair coloring and cutting to be done simultaneously. Using his System, the salon professional is able to combine the two into a synergistic process, creating shape and definition of the hair like never before.

Why should a salon professional use the Geo Palette Hair System?

The *Geo Palette Hair System* is an exciting new approach to both hair coloring and cutting. With this system, complex multi-dimensional results are achieved with better understanding in less application time. Using the individual *Geo* palettes, hair design can now be approached on separate and independent geometric planes. The *Geo Palette Hair System* artist, trained and certified in the system, applies color and cuts the hair using the visual perspective the *System* allows. The experienced *Geo Palette* artist can accomplish the process of cutting and coloring in approximately half the time of traditional foil and cutting methods.

Using the *Geo Palette*, all boundaries of conventionality are eliminated. Using the conventional method, hair is sealed up in foil, out of sight, and the colorist has to “track”, remember and then guess the color placement. With the *Geo System*, the palette artist can see where the various points of interest and detail are. Because the hair is always visible and never hidden, 3-D, holographic color results emerge. The palettes on which the hair rests allows the salon professional to easily place and balance color and shape the hair to create unparalleled finished looks.

The *Geo Palette Hair System* elevates the process of hair coloring and cutting to a new art form. It has the potential to both enhance client satisfaction and salon revenues. With the *Geo System*, “If you can think it, you can achieve it.”

What are the benefits of using the Geo Palette Hair System?

Fusing the two processes of cutting and coloring into one compresses the time in which the client sits in the chair. Paradoxically, the longer an intricate color pattern takes to apply using the conventional methods, the quicker it takes using the *Geo Palette Hair System*. Now, *Palette* color artists can achieve outstanding results more efficiently and economically.

The *Geo Palette Hair System* piques client interest. The client can observe the “process” by glancing up and seeing the application of color take place. And any odor from the hair color is directed upward, reducing any unpleasantness. Additionally, with the *Geo Palette Hair System*,



there is virtually no mess, and the “take down” is quick and easy. The client will be excited to tell her friends and family about her new salon experience.

The *Geo Palette* artist has the potential to successfully create new high-end price structured services as well as performing efficiently at any price range, and totally exceed client’s expectations. Costs increase when the client wants a customized *Palette*, for her own use only, imprinted with her color and/or haircut pattern. Ordered, maintained and purchased through the salon, the client/salon relationship is strengthened. Pricing is also adjusted when the client desires more intricate patterns with a greater number of colors. Once the process is complete, the hair is shampooed, treated, dried and finished, and she is out the door with compliment-worthy results.

Most importantly, the *System* is environmentally friendly. The palettes are reusable and not discarded, as are foils.

As a salon owner, what will the *Geo Palette Hair System* do for my business?

Offering a new service creates tremendous excitement in the salon itself, and with your clientele. The *Geo Palette Hair System* is a revolutionary, smart system that will boost interest in your salon. As an owner, you stand to enhance your revenue stream by attracting new clients and upgrading existing clients. In addition, your staff need not look elsewhere to stay motivated. The *System* rejuvenates from within. As a salon owner, you can create a department within your salon for *Palette Artists*, hairdressers who have been trained in the *System*.

Imagine creating a specialized *Palette Artist* department, which can range from one chair to a full salon. The *Geo Palette Hair System* works easily with your existing furniture and equipment.

Our industry is an exciting one. However, for the past few years, there has been a lull. Hairdressers want something new, and hair coloring has emerged as the new frontier. The Nassau Museum of Art in New York has recognized the *Geo Palette Hair System* as art. The *Geo Palette Hair System* is the new buzz. The *System* is not a fad but it is a tool to create fads. Fads create interest, fun and excitement — components that have made our industry so successful. The *Geo Palette Hair System* has the potential to revolutionize the beauty industry by bringing a creative evolution of new technology to existing traditions. The *Geo System* will astound the salon professional with the creative options it offers. The more difficult and intricate the color and cut, the better and quicker the *Geo System* delivers. You’ll be able to apply four, five, six colors at a time to achieve the multi-dimensional looks clients love, faster and easier. George Mennella’s system makes the salon professional’s job easier and, at the same time, a great deal more interesting. As salon owners, we are always looking for ways to strengthen our bottom line. The *Geo Palette Hair System* is the vehicle to do it.



NASSAU COUNTY MUSEUM OF ART

BOARD OF TRUSTEES

President

Peter Tilles

Founding President,

Life Trustee and

Executive Vice President

Amb. Arnold A. Saltzman*

Executive Vice President

Frank Castagna*

Vice Presidents

Mrs. Vincent de Roulet

Arthur S. Levine*

Clarence E. Michalis*

Secretary/Treasurer

H. Brooks Smith*

William Achenbaum

Angela Susan Anton

Paul Bonheim, M.D.

W. Russell G. Byers, Jr.

John P. Casaly

Todd Cohen, M.D.

Mrs. Stephen Cuchel

Mrs. Maurice A. Deane

Mrs. Gerard L. Eastman, Jr.

Mrs. Abner B. Green

Michael T. Keenan

Mrs. Herbert Klapper

Kirk Kordeleski

Harvey R. Manes, M.D.

Natalie K. O'Brien

Corrine Paston

Alan Seligson*

Jonathan R. Serko

Mrs. E. Page Stormont

Director

Karl Emil Willers, Ph.D.

Director Emerita

Constance Schwartz

**Past Presidents*

Mr. George Mennella
Hair Craft Forward
180-04 Union Turnpike
Flushing, New York

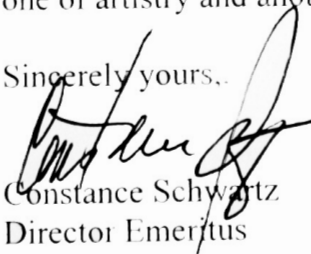
Dear Mr. Mennella,

The demonstration of the art of the Geo-Palette has been absolutely amazing. To watch the tiers of hair layers being "painted" in the varied colors – from light to dark or dark to light was a unique presentation. The application of color on the tiers of the individual plastic palettes was akin to watching an artist paint in his studio. The entire process was one of artistry, and being a museum person, was very special to watch.

Of course, observing the entire layering, in this instance four separate layers, and then seeing the end product, is a culmination of any process and that was fantastic. The varied colorations and highlights within the hair as the model turned her head was amazing and uniquely different. It was natural with tones yet one could see that the process could be used for a more dramatic look, one that would easily be accessible for the fashion and theatrical worlds as well as the world of the beauty salon.

What a special treat you afforded me to see this most unusual art process to help women enhance their beauty. I can definitely endorse the Geo-Palette as one of artistry and another source to bring out a woman's loveliness.

Sincerely yours,


Constance Schwartz
Director Emeritus



The Geo Palette System is a revolutionary new way to cut and color hair, as seen in NEWSDAY, on FIOS1 television, in PULSE Magazine, and in IMAGE Magazine. Clients, who get Geo Palette color, never go back to conventional highlights. The results are that beautiful.

The color system is only available at Palette-certified salons: Bewitched Salon in Woodmere, NY, C3 Salon in Port Washington, NY, and Beehive Islip Salon, Karisma in Tampa, FL.

“Like many hairstylists, George Mennella considers himself an artist. But he has taken the idea a bit further...he spreads the hair over the brim while brushing on as many as four colors to create a holographic result.”

- Newsday

“With the Geo Palette, the stylist can see where the color has been placed, as the hair is always visible. Holographic color emerges...fun for the stylist and exciting for the client!”

- Image Magazine

“He used four colors with the Palette, rather than the ‘highlight-lowlight’ technique. The results were FANTASTIC — my entire head shined with color, looked even more natural than it had before (which I did not think was possible), and has a depth to it like never before! It was also quicker than the foil process.”

- Cathy Glover, Attorney

“Simply put, using the Palette my hair has never looked better! A terrific bonus of the Palette is that it takes much less time — with better results than the highlights I got in the past. I regularly get stopped with, “I love your hair! Where did you get it done?” Now I just carry George’s card and smile as though it is the first time I’ve been given such a compliment.”

- Sharon Oginez, retired businesswoman

newsday.com

\$1 | SUFFOLK EDITION

Monday

March 28, 2011

Newsday

THE LONG ISLAND NEWSPAPER



BEAUTYSPOT

Hair is his canvas

Like many hairstylists, George Mennella considers himself an artist. But he's taken the idea a bit further—developing a unique system of coloring and cutting called Geo Palette.

Instead of highlighting with traditional foils, the Dix Hills resident came up with a contraption that looks like the brim of a garden hat. He spreads the hair over the brim,

while brushing on as many as four colors to create what he calls a "holographic" result. Oh, and he cuts as he goes, so once the color comes off, you're all ready for styling.

Prices for Geo Palette run from \$150 to \$300 at HairCraft Forward, his salon in Fresh Meadows. The process also is being done at two Island salons — Bewitched in Woodmere and Beehive in Islip. For more info, go to geopalette.com.

— BARBARA SCHULER

George Mennella, left, works his hair magic; two models, right, with finished Mennella treatments.

