



# MARKET TREND REPORT

Distributor: \_\_\_\_\_ Market : \_\_\_\_\_

Salon Name: \_\_\_\_\_ Salon Contact : \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip : \_\_\_\_\_

Phone: \_\_\_\_\_

Number of Stylists: \_\_\_\_\_

Owner on Premise: \_\_\_\_\_

Permanent Hair Color Products: \_\_\_\_\_

Demi-Permanent Hair Color Products: \_\_\_\_\_

Blonding Products: \_\_\_\_\_

Percentage of Color Services: \_\_\_\_\_

Retail Products: \_\_\_\_\_

Percentage of Retail Sold: \_\_\_\_\_

Perms: \_\_\_\_\_

Percentage of Perm Services: \_\_\_\_\_

Other Services Offered: \_\_\_\_\_

IT&LY HAIRFASHION N.A., INC. Product/Program Presented: \_\_\_\_\_

Response to Product or Program: \_\_\_\_\_

**TO BE FILLED OUT AFTER YOU LEAVE THE SALON:**

Salon Rating                    A        B        C        D

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Your Name: \_\_\_\_\_

Salon Consultant's Name: \_\_\_\_\_

Date: \_\_\_\_\_