

DreamCatchers

The Business of Beautiful Hair

DreamCatchers, the world's best hair extensions, has been making women look gorgeous since 2009, when they launched their hair extensions atop the glamorous head of socialite Paris Hilton. A decade later, the company is on track to earn \$15 million in revenue in 2019, and they aren't the only ones profiting. The company's exclusive salons-only business model, and extensive training they provide to stylists is unparalleled, with stylists sharing in the profits and prestige that comes with being a certified DreamCatchers stylist.

DreamCatchers currently boasts 31,206 trained, certified stylists around the United States, including more than 130 beauty salons in Miami and surrounding areas that install DreamCatchers hair extensions. There are also currently 111 stylists operating as Certified DreamCatchers Educators. Certified DreamCatchers Educators are training local stylists and sharing in DreamCatchers profits with a 50/50 split. Their business model allows stylists to become certified in DreamCatchers' exclusive methods of hair installation. While

stylists must undergo a full day intensive training program to become certified to install DreamCatchers extensions, DreamCatchers Educators go a step further, taking part in a two-day boot camp intensive training program with the company, enabling them to then teach the patented DreamCatchers method to stylists in their own area.

ABOUT

DreamCatchers is currently the only hair extension brand offering Full Cuticle, Elite Quality, Reusable Hair, with light colored hair sourced directly from a Russian/Scandinavian blend and never bleached (only toned). DreamCatchers also partners with its factories for intense and incentivized quality control. Their patented i-tips are made from flexible, patented polyurethane that is non-damaging to natural hair. **ML**

Entreprising beauty business pros can learn more at www.dreamcatchers.com.

