

RETAIL AFFILIATE PROGRAM





**OVER 36% OF
ALL HAIR
PRODUCTS IN
THE UK ARE
ORDERED
ONLINE**

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THE COLLABORATION



THE COLLABORATION: REDEFINING PROFESSIONAL RETAIL

At imbuyinglocal.com, we believe the future of professional retail lies in smarter partnerships, stronger client relationships, and simplified business models. That's why we collaborate with leading professional brands and industry innovators to help salons, clinics, and wellness businesses unlock new revenue opportunities without the operational burden traditionally associated with retail.

Together, we are creating a more connected approach to modern salon commerce, combining trusted professional products with seamless digital infrastructure designed specifically for the hair, beauty, wellness, and aesthetics sector.

WHY THIS MATTERS FOR YOUR BUSINESS

For years, businesses across the industry have faced increasing pressure from online competition, rising operational costs, and the "showrooming" effect, where professional advice leads to purchases elsewhere. Our collaboration model is designed to change that.

By aligning premium professional brands with a frictionless digital retail ecosystem, we enable businesses to:

GENERATE ADDITIONAL REVENUE

Create profitable retail opportunities without the need for additional staffing, warehousing, or fulfilment management.

REDUCE OPERATIONAL COMPLEXITY

Eliminate the challenges of stock holding, inventory risk, picking, packing, and unsold product.

STRENGTHEN CLIENT RETENTION

Deliver a seamless branded shopping experience that keeps clients connected to your business beyond the treatment room.

MODERNISE THE CLIENT JOURNEY

Integrate digital retail tools, in-salon technology, and automated purchasing pathways that support today's consumer expectations.

DIGITAL INNOVATION, INDUSTRY FOCUSED

This is more than a retail solution, it's a collaborative approach to improving business performance across the professional beauty sector. From simplified onboarding and ongoing support to integrated marketing and digital engagement tools, our goal is to help businesses adapt, grow, and thrive in an increasingly digital marketplace.

THE MARKET



THE MODERN SALON LANDSCAPE

The UK high street salon has undergone a significant shift since the pandemic. What began as a fight for survival has evolved into a phase of **proactive growth and reinvention**.

Today's independent salons are no longer just service providers, they are becoming **hybrid businesses**, combining expert services with retail, digital engagement, and brand-led client experiences.

By 2026, the industry is firmly positioned within a **"Premium Experience Economy"**, where the value of in-person consultation, expertise, and trust is the key differentiator against online retail.

1. THE POST-PANDEMIC SALON SHIFT

Independent salons have moved away from discounting and towards **value-led, results-driven services**.

Expertise Over Volume

Low-margin, high-volume services are under pressure due to rising costs. In contrast, premium services, colour correction, balayage, scalp health treatments, extensions, and hair repair systems, are driving profitability.

Client Experience As A Differentiator

Clients are paying for consultation, personalisation, and results, not just the service itself.

Operational evolution

Digital is now non-negotiable.

Over 60% of clients expect:

- Online booking
- Automated reminders
- Seamless communication

Salons without this infrastructure risk falling behind.

2. THE NEW SALON RETAIL MODEL

Modern salons are redefining retail as a **core revenue stream**, not an afterthought.

Product Focus

Shifting from generic retail to **professional-only, salon-exclusive brands** that clients can't easily replace online.

The Retail Conversion Opportunity

Around 40% of salon professionals are now actively recommending and selling homecare to offset rising service costs.

Education-led Selling

Stylists are positioning themselves as **hair experts**, prescribing tailored regimes rather than "selling products", justifying higher spend and building long-term loyalty.

Recurring Revenue

Subscription-style models (e.g. shampoo / conditioner replenishment or treatment plans) are emerging as a way to create **predictable monthly income**.

3. OMNICHANNEL SALONS

Successful salons are no longer confined to the chair.

They are building **omni-channel businesses**, including:

- Branded online stores
- Click-and-collect retail
- Social-driven product recommendations

This allows clients to purchase **between appointments**, increasing lifetime value without increasing salon hours.

4. THE RISE OF "HAIRFLUENCERS"

Social media continues to reshape client behaviour, but with more nuance.

Awareness & Demand Growth

Platforms like Instagram and TikTok have made services like balayage, extensions, and scalp treatments more accessible, bringing in younger, trend-aware clients.

Trust over polish

Clients are becoming sceptical of overly curated influencer content. Authenticity now drives engagement.

The Stylist As Influencers

Salon owners and stylists are becoming **Micro-influencers**, using:

- Before & after transformations
- Educational content
- Behind-the-chair insights

This builds **local trust and authority** in a way national influencers cannot replicate.

5. SUMMARY OF KEY TRENDS (2025-2026)

- **The “Proactive Client”**
Clients are investing in maintenance and long-term hair health, not just reactive appointments.
- **Male Grooming Growth**
Men’s hair services are expanding rapidly, with demand for **refined, low-maintenance styles and treatments**.

- **Performance First**

While sustainability matters, the majority of clients prioritise **visible results and product performance** when purchasing homecare.

6. WHAT THIS MEANS FOR SALON OWNERS

Growth is no longer driven by increasing appointments alone. The most successful salons are:

- Monetising retail effectively
- Building digital touchpoints beyond the chair
- Positioning themselves as trusted experts
- Creating recurring revenue streams

In short: the modern salon is no longer just a service space, it’s a brand, a retail platform, and a client experience hub



THE PROGRAM



In your clinic or salon, the most precious commodity isn't the product on your shelf—it's the **time and energy** of your team. Every hour spent auditing inventory or managing fulfillment, is a moment stolen from the client experience.

We've reimagined retail for the modern professional. We believe recommending premium brands should be a natural extension of your expertise, not a logistical burden that drains your resources.

A Partnership Built on Precision: We bridge the gap between your recommendation and effortless revenue. Our platform allows you to offer trusted, professional brands without the traditional barriers:

- **Eliminate Financial Risk:** Stop tying up vital capital in stagnant stock.
- **Reclaim Your Space:** Free your business from the clutter and chaos of fulfillment.
- **Seamless Integration:** Our sophisticated onboarding gets you "retail-ready" in days.

Your Expertise, Our Infrastructure: We handle the heavy lifting, stock management, picking, packing, and global delivery, while you maintain the client relationship. You provide the consultation; we provide the engine.

The Result: Enjoy up to 25% profit share and full marketing support, scaling your bottom line with zero operational friction and cost.

Retail simplified. Excellence amplified.

[REGISTER NOW](#)



THE SUPPORT

DAIMON · BARBER
LONDON

POST-SHAVE BALM

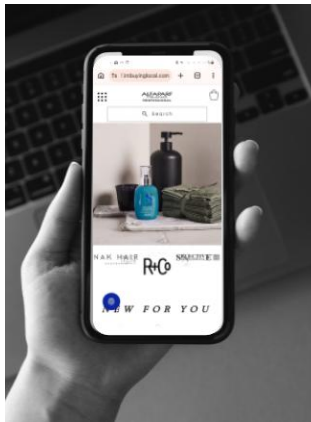
WITH ANTIOXIDANT PLANT
EXTRACTS, REJUVENATING MYRAMAZE
ACTIVE & COOLING MENTHOL

BAUME APAISANT
APRÈS-RASAGE



YOUR ONLINE STORE

DESKTOP AND MOBILE
READY, PERSONALISED
TO YOUR BUSINESS
AND BRAND



YOUR BESPOKE DIGITAL STORE FRONT, DESIGNED FOR A PREMIUM CLIENT EXPERIENCE.

Fully optimised across desktop, tablet, and mobile, your clients can browse and purchase 24/7 from a platform that reflects the quality and reputation of your salons.

LAUNCH WITHIN 24 HOURS:

Our team will build and deliver your branded platform giving your clients immediate access to a curated portfolio of over 600 premium products, aligned with salon professional standards and results-driven care.

TAILORED TO YOUR SALONS IDENTITY:

- Your branding – logo, Salon profile, and brand story
- Elegant imagery showcasing your salon, treatments, and results
- Seamless appointment booking integration
- Direct contact details for a concierge-style experience
- A handpicked selection of your recommended products

EXTEND YOUR BRAND BEYOND THE SALON:

Your dedicated URL integrates effortlessly across your website, private client communications, WhatsApp, and targeted email campaigns, supporting a consistent, high-touch client journey.

POSITION YOUR SALON AS THE AUTHORITY:

Combined with your in-salon expertise and a considered digital strategy, your platform becomes more than e-commerce, it's a refined extension of your brand, strengthening client loyalty and driving repeat, high-value purchases.



A2-A3 FOUR COLOUR POSTERS

ALL OUR WALL MEDIA
IS SUPPLIED NFC
ENABLED, AND
WITHOUT FRAMES



1



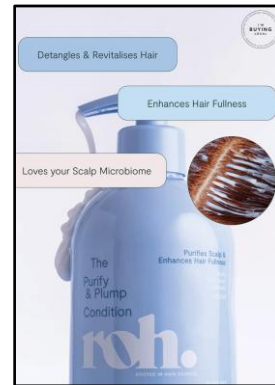
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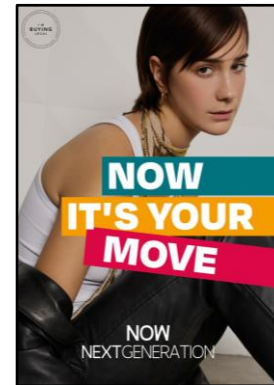
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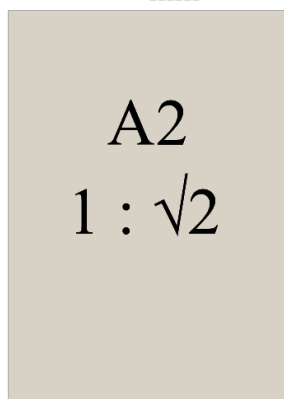


5



6

16.54 in
420 mm



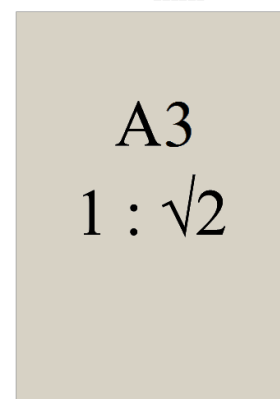
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1 : $\sqrt{2}$

23.39 in
594 mm

All in-salon media is NFC enabled, allowing customers to TAP the posters to access your personalised e-commerce page.

Order yours at: sales@imbuyinglocal.com

11.69 in
297 mm



A3
1 : $\sqrt{2}$

16.54 in
420 mm



A4-A5 FOUR COLOUR STRUT CARDS

ALL OUR MEDIA IS
SUPPLIED NFC
ENABLED



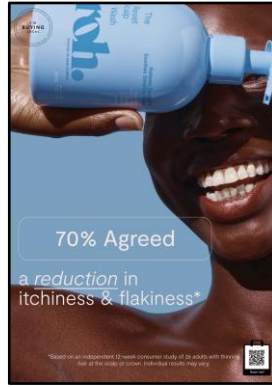
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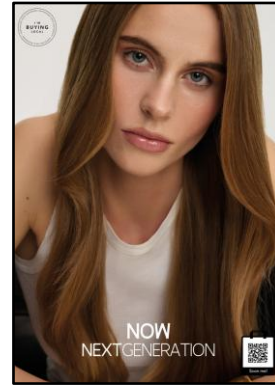
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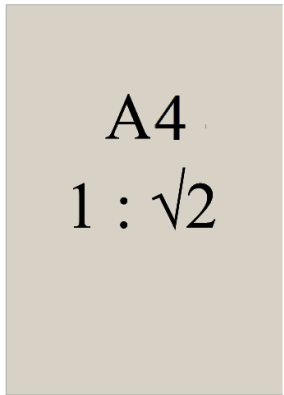


5



6

8.27 in
210 mm



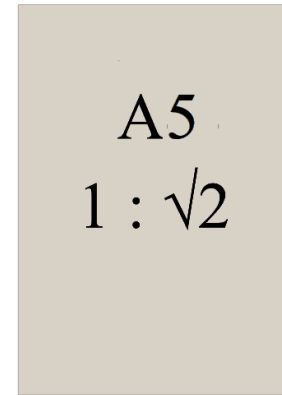
A4
1 : $\sqrt{2}$

11.69 in
297 mm

All in-salon media is NFC enabled, allowing customers to TAP the strut card to access your personalised e-commerce page.

Order yours at: sales@imbuyinglocal.com

5.83 in
148 mm



A5
1 : $\sqrt{2}$

8.27 in
210 mm



80MM MIRROR STICKERS & SHELF TALKERS

ALL OUR MEDIA IS
SUPPLIED NFC ENABLED



1



2



3



4



5



6



Our 80mm Mirror Stickers, and Shelf Talkers are available in six designs, all in-salon media is NFC enabled, allowing customers to TAP the Mirror Stickers, and Shelf Talkers to access your personalised e-commerce page.

Order yours at: sales@imbuyinglocal.com

FAQS



Frequently
asked
Questions

Q: WILL THIS COST ME OR MY BUSINESS ANYTHING?

A: No, the Alfaparf Milano affiliate programme is free to all our partners.

Q: IS THERE A CONTRACT?

A: No, you just need to maintain monthly sales to receive FREE marketing material.

Q: DO I HAVE TO DO ANYTHING IN THE SALON/CLINIC?

A: Your only job is to tell your clients about your shop

Q: WHAT IS MY PERSONAL MICROSITE? ([LINK](#))

A: We create a personalised page within the platform, your brand, your booking link, your contact details and most importantly, your favourite products.

Q: HOW WILL CLIENTS FIND MY PERSONALISED PAGE?

A: We give you a link for your social media pages, access to our social **media-drives**, we give you in-clinic material like, Mirror Stickers, A5 Strut Cards, Appointments Cards, Posters and NFC Tap tags for your Therapist's. All either NFC enabled, or with QR Codes.

Q: WHEN MY CLIENT'S ORDER, WHO SEND'S OUT THE PRODUCTS?

A: imbuyinglocal.com send all products via **Royal Mail (Tracked 48)**, affiliates clients receive free postage when they spend £29.00.

Q: WILL YOU COLLECT MY CLIENT'S DETAILS, OR CONTACT THEM?

A: We only collect client's data for delivery purposes, and we only contact clients if there is an issue with their order. We also **DO NOT** share any client's details with 3rd parties.

Q: HOW DOES THE PROFIT GET SHARED?

A: The profit share percentage varies by product range, and on average you will receive up to 25% profit share.

Q: WHEN DOES PROFIT GET SHARED?

A: imbuyinglocal.com will send you your statement, showing all transactions on the **2nd of every Month**, and will transfer your profit share by the **15th of every Month**. (Business Bank Account details needed)

Q: ARE THERE ANY TRANSACTION FEE?

A: All transaction and postage fees are included and covered in our partnership.



imbuyinglocal.com
43 Broomfield Rd
Chelmsford, Essex, United Kingdom
CM1 1SY

ALFAPARF
MILANO
PROFESSIONAL

01245 415975 | sales@imbuyinglocal.com | www.imbuyinglocal.com

The Works Grp Company