

Assignment:

Write a radio spot for a truly eco-friendly hair salon. From furniture to shampoos everything in the shop is composed of all natural materials and substances, non-toxic, good for an individual's health and the environment.

Creative Approach:

To zero in on the target audience of “women with chemical sensitivities and allergy sufferers who shy away from going to a hair salon because it makes them sick.” This is a unique approach never before employed in the market, by stressing a) the health issues and the harms of “toxins and contaminants” in a hair salon that people who suffer from allergies are all too familiar with.

Spot 1: THIS IS THE SPOT PRODUCED FOR THEIR: 30 RADIO COMMERCIAL

Ladies, if you're bleaching, straightening, perming or coloring your hair, and you suffer from allergies or chemical sensitivities, you're exposing yourself to toxic chemicals that can make you sick. Hi, I'm Janine Shuman, a hairstylist, and one day, I was rushed to the hospital with formaldehyde poisoning. After that, I created Naked Hair Salon, a completely healthy, organic, beauty salon that uses only safe, all natural products. If you want to feel beautiful, and not sick, after going to a hair salon, then visit us at Naked Hair Salon.com, that's nakedhairsalon.com

Alternate Spots Written: Client budget did not support production of all or additional spots, nor was the budget sufficient enough to air for any meaningful period of time.

Spot 2 : Ladies, if you have ever felt sick, nauseous, dizzy or tired after visiting your hair salon, you could have allergies or be chemically sensitive. Most hair salons use products that contain ammonias, chlorides, sulfates and peroxides, that means you're being exposed to toxic chemicals that can make you sick. Hi, I'm Janine Shuman, a hair stylist, and that's what happened to me. One day I couldn't breathe and was rushed to the hospital with formaldehyde poisoning. That's why I created naked hair salon and more, an organic, healthy, hair salon that uses all natural products. Visit us at naked hair salon.com, for a totally organic experience.

Spot 3: Instead of making you feel beautiful, your hair salon could be making you sick. Most hair salons use shampoos, conditioners and color treatments that contain ammonia's, chlorides, sulfates, and peroxides. Exposure to these toxic substances can make you dizzy, nauseous and lightheaded. In my case, it sent me to the hospital with formaldehyde poisoning. Hi, I'm Janine Shuman, a hairstylist, and that's why I created a completely healthy, organic, chemical free hair salon using all natural and healthy products. If you want to feel beautiful, and not sick, then visit us at Naked Hair Salon.com, that's nakedhairsalon.com

Spot 4: Ladies with chemical sensitivities and allergies listen up. Why would you put the same chemicals in your hair they use to clean toilets, are used in car washes, tire sealants, engine coolants, or a degreasing agent? Many of these same toxic chemicals are used in shampoos, conditioners and colour treatments and have been linked to breast cancer, organ toxicity, and other health complications. If you want to feel beautiful, and not sick, after going to a hair salon, then visit us at Naked Hair Salon.com, that's nakedhairsalon.com

Spot 5:

SFX: sound of hair blower....

Janine (in over blower sfx, then fade down): You either love the sound of that hair blower, or you hate it. If you suffer from allergies or chemical sensitivities, you probably hate it. That's because when you go to the hair salon you get sick. That's what happened to me. Hi, I'm Janine Shuman, a hairstylist, and that's why I created a completely healthy, organic, chemical free hair salon using all natural and healthy products. If you want to feel beautiful, and not sick, then visit us at Naked Hair Salon.com, that's nakedhairsalon.com

Below can be, and should be, a sub category/niche market to be developed and exploited – NO ONE IS DOING THIS – Geared for Pregnant or Nursing Mothers.

Rough Idea / Radio Commercial / Incomplete:

This is an important message for pregnant or nursing mothers. The hair salon you use can be poisoning you and exposing both you and your unborn or infant child to toxic chemicals. It's a fact that shampoos, conditioners and color treatments contain ammonias, sulfates, peroxides and chlorides. These are the same chemicals used in paint, engine coolants, rubber cleaners, enamels and varnishes. You wouldn't put these in your food and eat these. So why let someone put them on your head and massage them into your scalp?

Medical Stats/facts: When toxins are absorbed through your skin, they bypass your liver and enter your bloodstream and tissues – with absolutely no protection whatsoever. The same happens when you put shampoo or conditioner into your hair - the twenty blood vessels, 650 sweat glands and 1,000 nerve endings soak in the toxins.

Other Sub Niche Categories to be exploited for radio and/or press releases and articles for specific magazines – no one is doing this nor has anyone taken this angle.

- If you are a breast cancer survivor and don't want to be exposed to toxic chemicals and fumes, Naked Hair Salon and more is for you.
- If you are a pregnant or nursing mother and don't want to endanger your health, or the health of your unborn child or your infant baby, by consuming toxic chemicals through your scalp, skin and lungs, Naked Hair salon and more is for you.

Background/bio (I did not write this, it was supplied to me)

Janine & Adam Shuman, The Creative Force behind Naked Hair has completely renovated and upgraded the interior of one of Delray Beach's Historic Buildings, the Masonic Temple. A stunning 2100 Sq. ft, ECO friendly space; a quiet but sophisticated facility with environmentally sensitive components integrated with new technologies for energy efficiency, air and water purity; a healthier environment for their customers. State of the art Air-to-Water technology capable of creating water out of thin air, low consumption toilets, instant gas water heater, LED lights, no (zero) VOC paint, safe, healthy, green, natural finishes, just to name a few.

Concrete and driftwood desks, recycle floor tiles, fiber optic lights, purified air and water.

No acrylics or formaldehydes – manicures and pedicures without the use of acrylics or formaldehyde