



Inspiring and elevating
individual experiences
throughout senior living



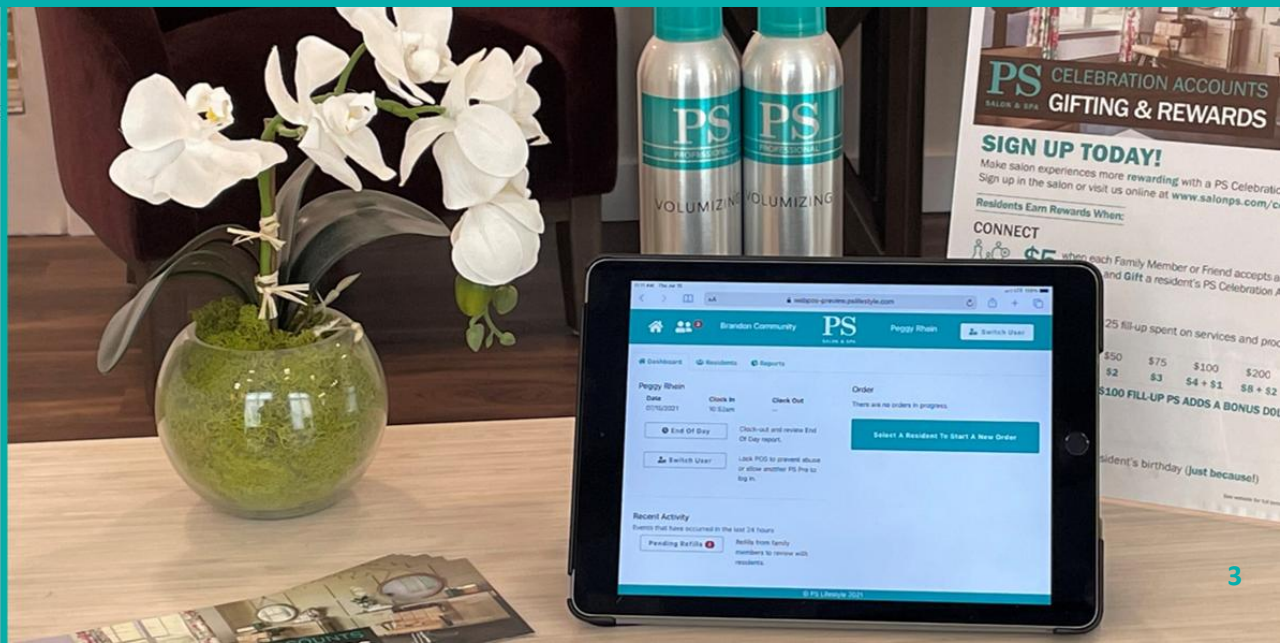
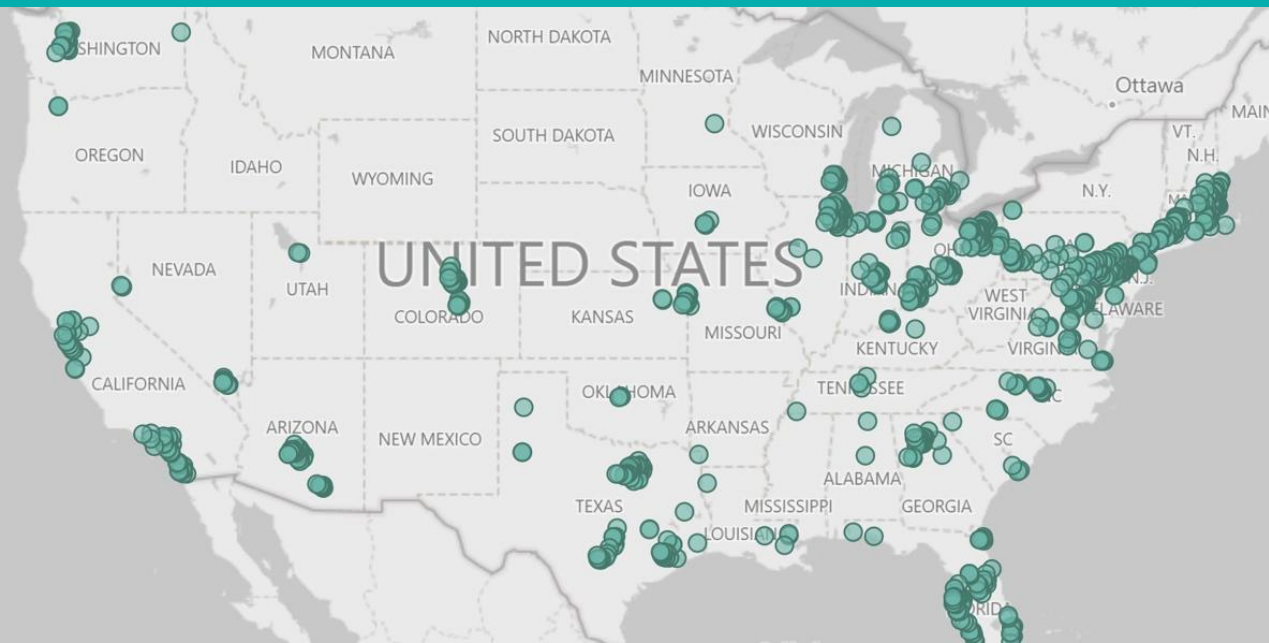


PEOPLE • EMPATHY • RESPECT

Unrivalled Passion, Resources and Support for Senior Living



1,500+ SALONS • 12 MILLION+ SERVICES • 36 STATES • 25K+ ONLINE ACCOUNTS



Seamless, Turn-key Solutions for Our Partners, Residents & Families

- Attract, retain and engage talented and empathetic **Salon Professionals**
- Provide a complete range of **Hair, Nail** and **Spa** services, tailored to each community's demographics
- Offer a full suite of in-salon and online **Payment** and **Gifting Options** for residents, families and POAs
- Utilize our proprietary **Point of Sale** technology with our 'Celebration Account' **Rewards** program
- Maintain **Fully-Licensed**, hygienic, sanitized and always 'tour ready' salon operations



We Invest in Our People

Our **1,800+** talented “**PS Pro**” salon professionals are supported by **100+** national, regional and district field-based **Operations Leaders** and our home office administrative teams

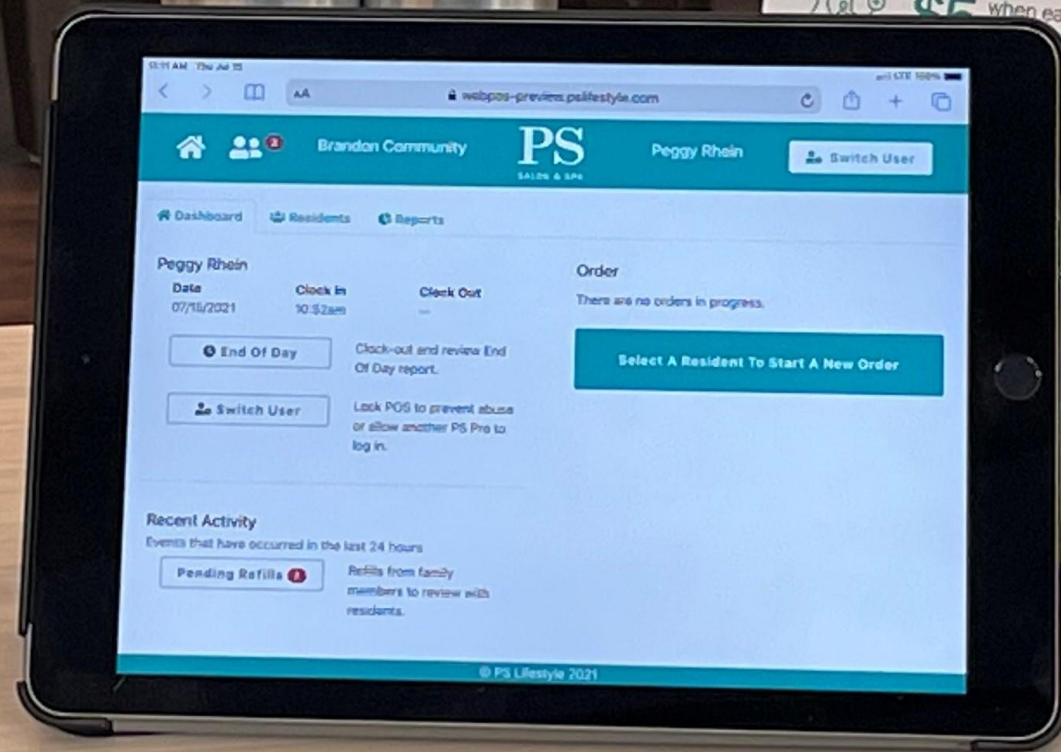
- 100% Licensed, background-checked and **W-2 Employees**
- Continuing professional **Education** with industry experts from **PAUL MITCHELL®**
PROFESSIONAL SALON PRODUCTS
- Dementia training and certification in partnership with the **Alzheimer’s Association**



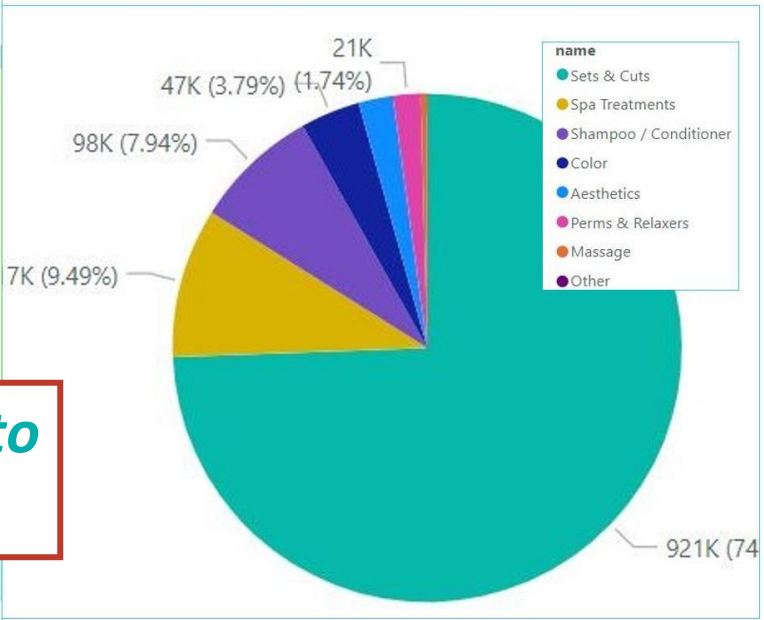
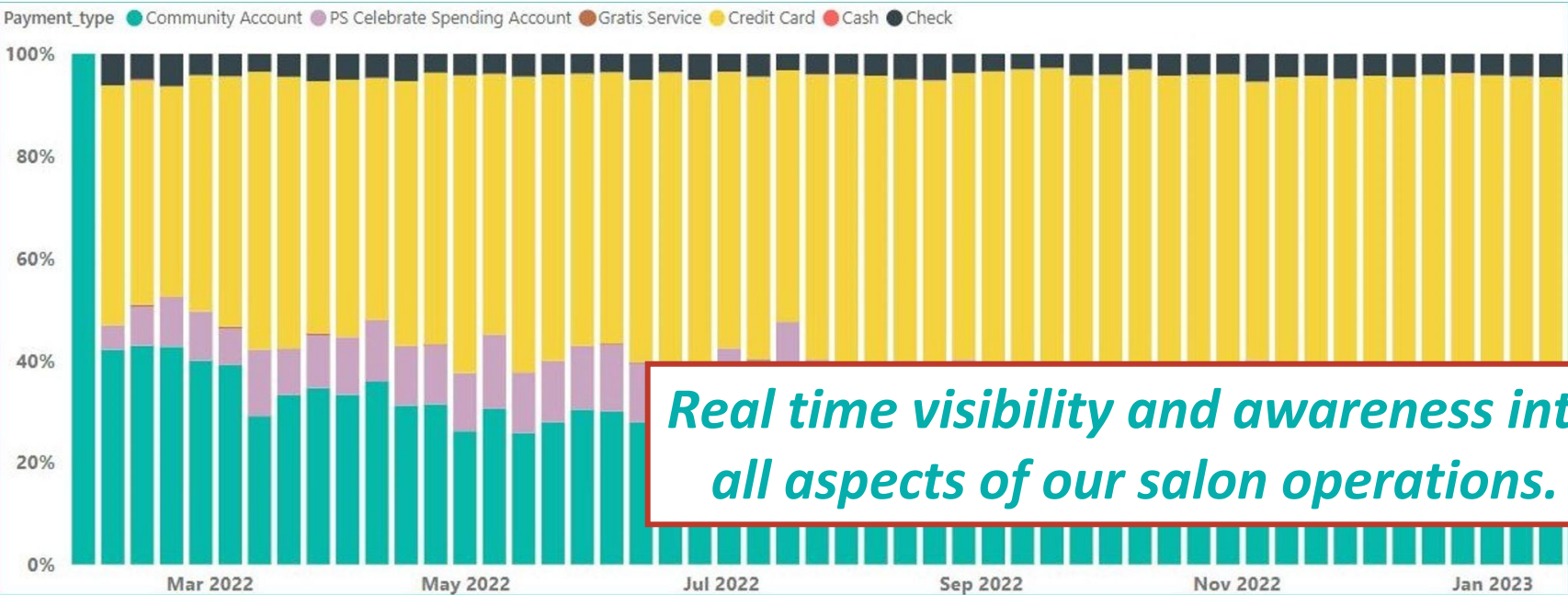
We Invest in Our Technology

Proprietary Point of Sale:

- *service data integrity is ensured*
- *in-salon & online payment options*
- *digital signature recording*
- *appointment rebooking support*
- *family member / POA portals*
- *online service authorizations*



We Invest in Our Data & Analytics





- Created the senior living industry's most comprehensive salon leadership and operational **Standards for Success**
- Partnered with Barbicide, Paul Mitchell and infection control experts from state health and cosmetology agencies
- Every PS Professional is specifically licensed and trained to ensure all infection control, sanitation and hygiene regulations are met



PS Celebration Accounts for Residents and Families: THE ONLY Senior Living Online & in-Salon Payment, Gifting & Rewards Program



PS Salon & Spa Experiences Made Easy!

Manage salon services and frequency, gift and earn rewards by connecting to your loved one's Celebration Account



CONNECT

\$5 when each Family Member or Friend accepts an invite to **Connect** and **Gift** a resident's PS Celebration Account



FILL-UP

\$1 for every \$25 fill-up spent on services and products in the salon

PS ADDS

\$25 → \$1
\$50 → \$2
\$75 → \$3

PS ADDS

\$100 → \$4 + \$1
\$200 → \$8 + \$2
\$300 → \$12 + \$3

For every \$100 fill-up PS adds a bonus dollar!



CELEBRATE

\$5 for every resident's birthday (just because!)

Celebration Portal re-launched in 2Q 2024

Hi, Paula

Welcome to your dashboard, where you can manage funds, see upcoming events, and add family members.

Phyllis



Account Balance

for Phyllis

\$0.00

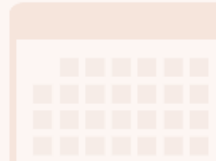
Recurring fill-up inactive

Manage funds

Upcoming Event

February 14th

Valentine's Day



Featured Offer



Make them feel extra special this Valentine's Day with flowers, treats & gifts they'll love.

[See more](#)

Celebrate Phyllis!

We've partnered with these trusted brands to make it convenient for you to show Phyllis your appreciation and love.



Harry & David

Put a heartfelt touch on any occasion by sharing gourmet gifts with friends and family.

[See more](#)



Wolferman's Bakery

Make wintertime shine with heartwarming gifts from Wolferman's Bakery. Whether you're sweetening a special occasion or warming others up with toasty treats, a delivery from the bakery keeps you connected with the ones you love near and far.

[See more](#)



PERSONALIZATION[®]
MALL

Your home should reflect your personal style, right down to the smallest detail. Create a unique look in any room of your house with the wide assortment of custom home décor available online at Personalization Mall. Find the perfect item to complete every room in your home!

[See more](#)

Account Setup

2/4

How much do you want to gift to Phyllis?

\$100

\$150

\$250

\$500

Custom amount (more than \$50; must be in \$1 increments)

250

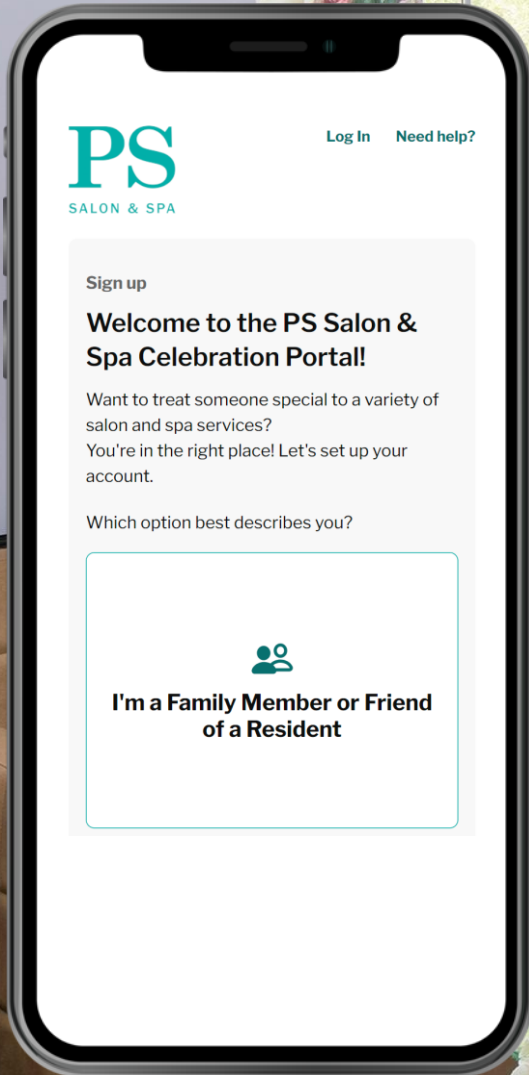
Rewards Earned

\$12



Celebration Account Family Support: Online Gifting *to* Residents

#1



PS
SALON & SPA


Log In Need help?

Sign up

Welcome to the PS Salon & Spa Celebration Portal!

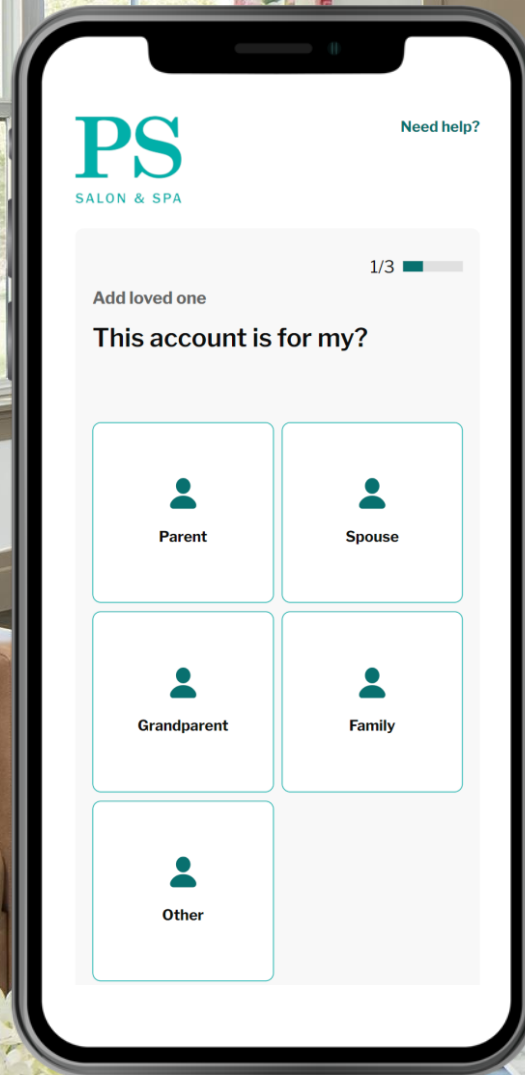
Want to treat someone special to a variety of salon and spa services?
You're in the right place! Let's set up your account.

Which option best describes you?



I'm a Family Member or Friend of a Resident

#2




PS
SALON & SPA

Need help?


1/3

Add loved one


This account is for my?




Parent




Spouse



Grandparent

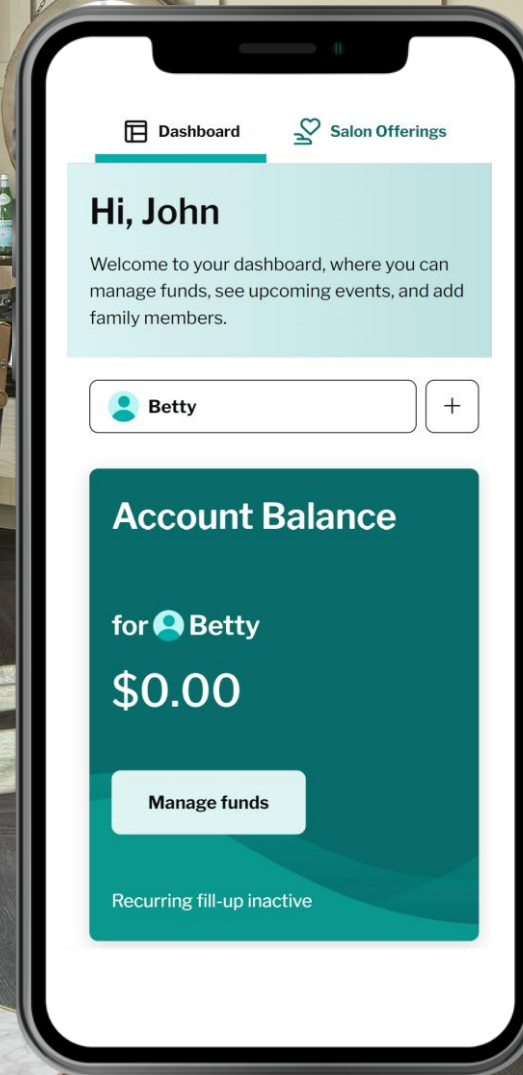


Family



Other


#3




Dashboard Salon Offerings

Hi, John


Welcome to your dashboard, where you can manage funds, see upcoming events, and add family members.



Betty



Account Balance

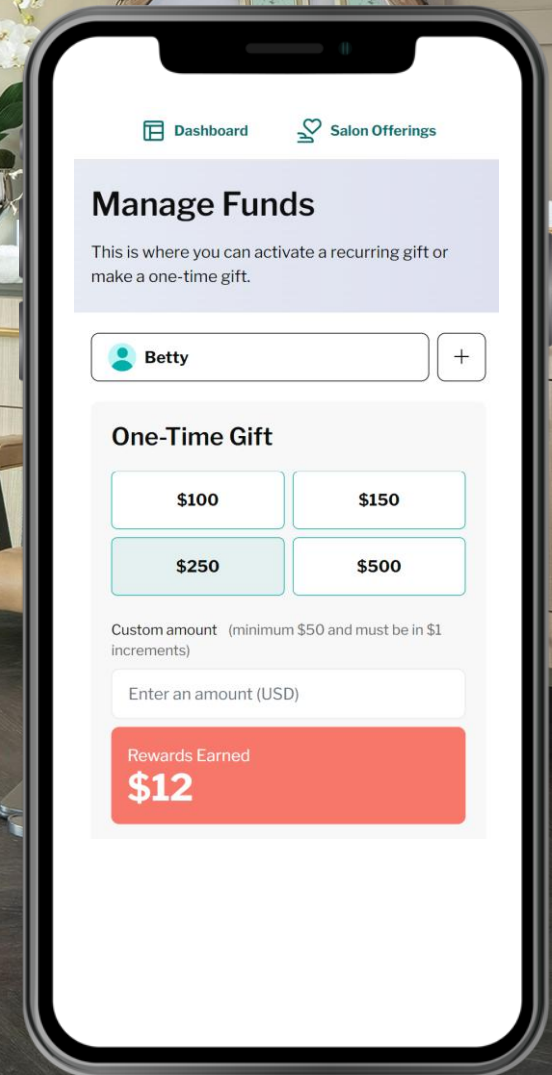
for  Betty

\$0.00

Manage funds

Recurring fill-up inactive


DONE




Dashboard Salon Offerings

Manage Funds

This is where you can activate a recurring gift or make a one-time gift.



Betty



One-Time Gift

\$100

\$150

\$250

\$500

Custom amount (minimum \$50 and must be in \$1 increments)

Enter an amount (USD)

Rewards Earned

\$12

Celebration Account Family Support: Authorizing Services *for* Residents

#1

PS
SALON & SPA


Log In Need help?

Sign up

Welcome to the PS Salon & Spa Celebration Portal!

Want to treat someone special to a variety of salon and spa services?
You're in the right place! Let's set up your account.

Which option best describes you?

 I'm a Family Member or Friend of a Resident

#2


PS
SALON & SPA


Need help?


1/3


Add loved one


This account is for my?

 Parent

 Spouse

 Grandparent

 Family

 Other

#3


Dashboard Salon Offerings

< Back

Authorize Services

Please select which services you would like Betty to receive.

Choose service frequency, add a tip, and fund the account to pay for those services.

 Shampoo / Conditioner

Shampoo
\$11.00 — Weekly Remove

How often?

☒ Weekly

☐ Every Other Week

☐ Monthly

☐ Every Six Weeks

☐ Every Other Month

☐ Every Three Months

Basic Conditioner
\$11.00

DONE

Authorize Services

Review summary

Here's a summary of what you've entered so far. If everything looks good, go ahead and approve it by clicking the Authorize button below.

Resident Info

Community name

Name Betty White

Relationship TBD

Room

Responsible Party Info

Name John Polatz

Email family@example.com

Phone 555-123-4567

Selected Services

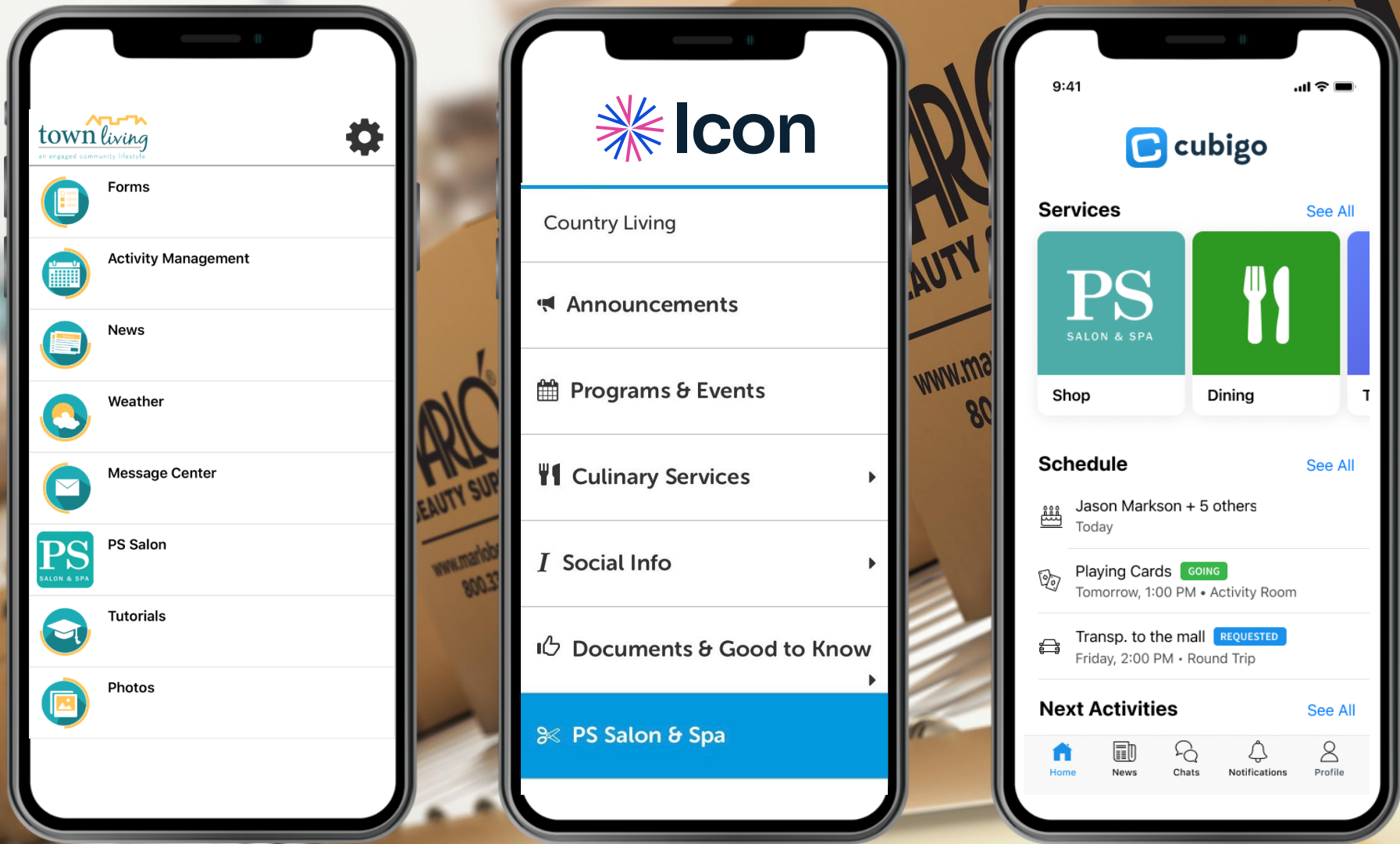
☒ Shampoo & Style Weekly

☒ All Over Color Every Six Weeks

☒ Manicure Every Other Week

☒ Eyebrow Waxing Monthly

Technology Partnerships Expand Celebration Account Access



PS Design & Procurement

Your trusted partner for sourcing appropriate salon equipment and expertly-designed Senior Community salon and spa spaces.

WHO WE WORK WITH

- Senior Community Operators
- Interior Designers
- Architects
- Developers
- Group Purchasing Agents
- Executive Leadership

“We are very pleased with the end product - **BEAUTIFUL!**”

- Jenny Hathaway, Interior Designer
Balfour Senior Living



Thank You!

Next steps:

- Introductory call
- Site visits & evaluations
- Partnership agreement
- Transition plans
- Celebrate together!

Contact us:

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