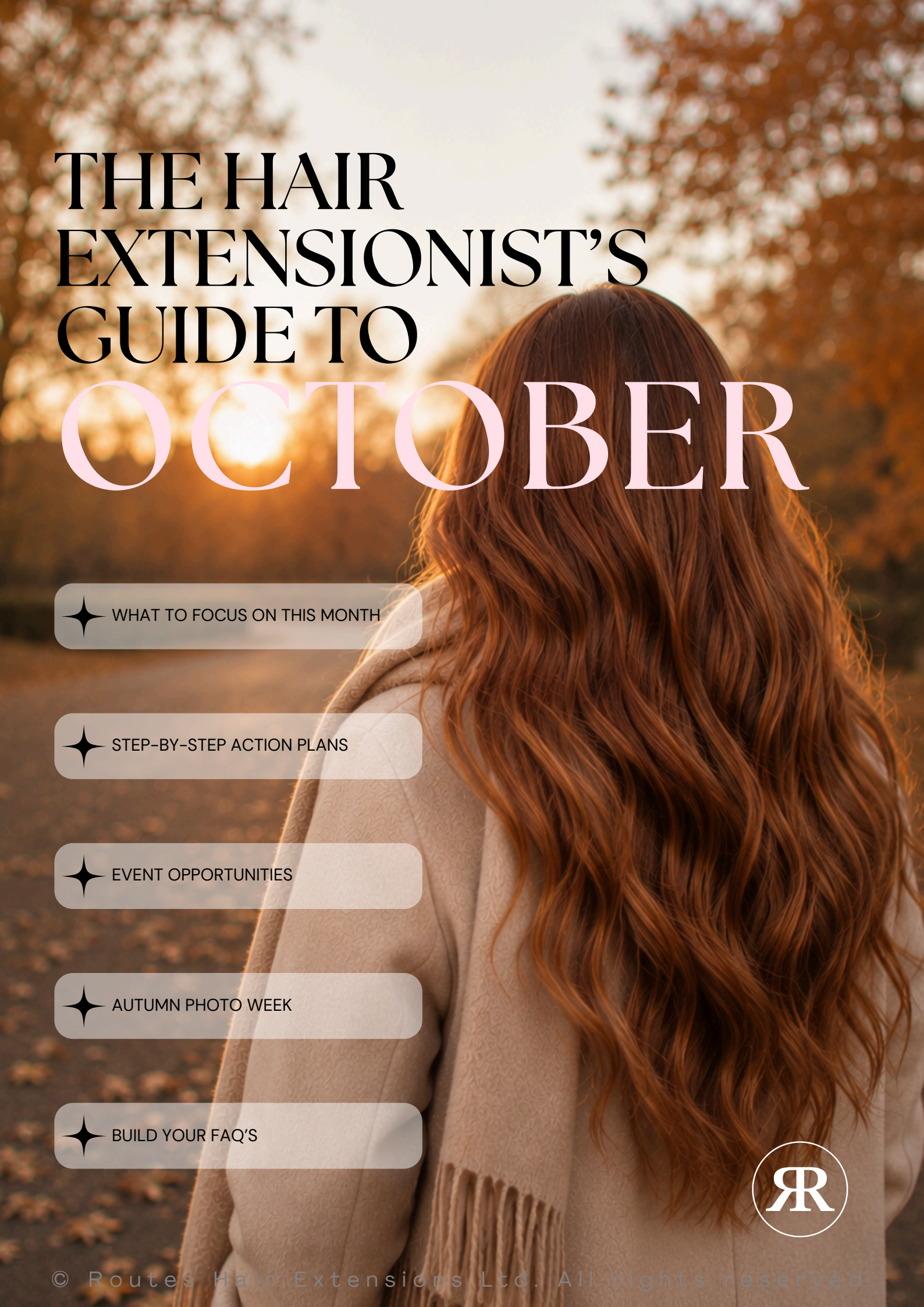


THE HAIR EXTENSIONIST'S GUIDE TO OCTOBER

- WHAT TO FOCUS ON THIS MONTH
- STEP-BY-STEP ACTION PLANS
- EVENT OPPORTUNITIES
- AUTUMN PHOTO WEEK
- BUILD YOUR FAQ'S

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As the weather changes, so do your clients' hair extension habits. Scarves, roll necks, coats, knitwear and central heating can all create new challenges that weren't there during summer.

October is the perfect time to help clients adapt before these small seasonal issues become bigger problems. A few simple styling tips, educational conversations and seasonal content can help prevent matting, tangling and unnecessary maintenance, while positioning you as the expert your clients trust.

It's also one of the best months for content creation. Autumn colours, cosy fashion and golden light provide the perfect backdrop for showcasing beautiful transformations and healthy, glossy hair.

Inside this guide, you'll find practical ways to educate your clients, create engaging autumn content, host a Halloween-themed salon event and help clients protect their extensions throughout the season while strengthening your salon and generating additional revenue.

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AUTUMN WARDROBE STYLING

One of the biggest causes of autumn hair extension problems isn't actually the hair. It's the clothing.

As clients swap summer outfits for thicker layers, hair extensions can become trapped between scarves, coats and high necks. This repeated friction can lead to tangling, bunching, static and unnecessary matting, even with the highest quality hair.

Use October as an opportunity to educate every extension client on a few simple styling changes that can make a big difference.

Autumn wardrobe items to discuss

• **Roll neck jumpers**
Hair can become trapped between the jumper and the neck, creating friction throughout the day.

Best style: Low ponytail, loose side braid or a low bun.

• **Thick scarves**
Scarves constantly rub against the nape area where many extensions sit.

Best style: Bring the hair over one shoulder or wear it in a loose plait before wrapping the scarf.

• **Hoodies**
Hair often gets trapped under the hood, especially when putting it on or taking it off.

Best style: Keep the hair forward over the shoulders or in a loose braid.

• **Puffer jackets and high collars**
Bulky collars can push the hair upwards, causing bunching and friction at the attachment points.

Best style: A low ponytail, side braid or neatly tucked braid helps reduce rubbing throughout the day.

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Content idea

Film a short video showing a client putting on a scarf or winter coat the wrong way, with the hair trapped underneath, then demonstrate the correct way to wear it. These simple educational videos are highly relatable and position you as an expert who helps clients protect their investment, not just fit their extensions.



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AUTUMN PHOTO WEEK

Autumn is one of the most beautiful times of year to create fresh content for your salon. Rather than photographing every client in front of the same salon wall, use the season to your advantage.

Golden leaves, cosy knitwear, coffee shops, parks and soft autumn light all create the perfect backdrop for showcasing beautiful hair extensions. This type of content feels more natural, seasonal and lifestyle-led, helping potential clients picture themselves with your work.

Challenge yourself to create at least five pieces of autumn-themed content this month.

Ideas include:

- Clients wearing cosy autumn outfits.
- Coffee shop or city centre photos after appointments.
- Slow-motion videos showing shine and movement in natural light.
- Autumn colour close-ups of coppers, brunettes and rich blondes.

Remember, you're not just selling hair extensions. You're selling confidence, lifestyle and beautiful hair that fits effortlessly into every season. Seasonal content keeps your social media looking current and gives both new and existing clients another reason to engage with your business.

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AUTUMN CONSULTATION QUESTIONS

Two simple seasonal questions can transform a routine maintenance appointment into a genuinely valuable consultation. Not only will you identify potential problems before they happen, but your clients will leave feeling looked after and confident that you've thought of everything.

"Are you wearing lots of knitwear, high-neck jumpers or scarves?"

As the weather gets colder, these wardrobe staples can create constant friction around the nape area, leading to tangling, bunching and static. Explain why this happens and demonstrate simple protective styles, such as a low ponytail or loose side braid, that help reduce rubbing throughout the day.

"Have you got any spa breaks booked?"

Spa days are a popular autumn treat, but chlorine, steam rooms, massages and incorrect aftercare can all affect hair extensions. This is the perfect opportunity to share your Spa Survival Checklist so your client can enjoy their spa day without compromising their extensions.

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HALLOWEEN CONTENT CHALLENGE

Halloween is the perfect opportunity to create educational content that's fun, memorable and genuinely helpful. Rather than focusing on costumes, use the season to highlight common "hair extension horrors" and, more importantly, how your clients can avoid them.

Create a series of social media posts, carousels or short videos covering common autumn mistakes and their solutions.

Examples include:

- **Hair Extension Horror:** Wearing your hair loose under thick scarves all day.

Solution: Wear a loose side braid or low ponytail to reduce friction and prevent bunching.

- **Hair Extension Horror:** Hair becoming trapped under high-neck jumpers and bulky coats.

Solution: Bring the hair forward over your shoulders before putting your coat on to reduce rubbing around the nape.

- **Hair Extension Horror:** Static making your extensions look dry and unruly.

Solution: Keep hair well hydrated and use extension-safe products to help reduce static.

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- **Hair Extension Horror:** Autumn spa days damaging hair extensions.

Solution: Follow a Spa Survival Checklist to help protect the hair before, during and after your visit.

These types of posts position you as the expert who helps clients prevent problems before they happen, while keeping your social media relevant, educational and highly shareable.

Top tip:

Don't forget to download this month's companion resource, 100 Hair Extension Content Ideas for October.

Inside you'll find 100 seasonal content prompts designed specifically for hair extensionists, including Reels, carousels, Stories, educational posts and engagement ideas, so you'll never be stuck wondering what to post next.



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HOST A 'NO TRICKS, JUST TREATS' SALON EVENT

Halloween doesn't have to be about fancy dress. Instead, use it as an opportunity to educate your clients while creating a memorable experience that helps build loyalty and referrals.

Host an informal "No Tricks, Just Treats" salon evening and invite your existing extension clients to bring a friend who is interested in learning more about hair extensions.

Your event could include:

- **Refreshments and light nibbles.**
- **Live styling demonstrations for hair extensions**
- **Tips on avoiding matting, tangling and static.**
- **A Q&A where clients can ask anything about their extensions.**
- **A look at the latest extension methods, colours or lengths available.**

As guests arrive, encourage everyone to write down one hair extension question they'd love answered. Place them into a bowl and answer them throughout the evening. It's a relaxed way to educate clients while creating useful content ideas for future social media posts.

Top tip:

Encourage every client to bring one friend who's considering hair extensions. Even if they don't book on the night, you've introduced your business to a room full of warm, qualified prospects who have already been recommended by an existing client.

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HAIR EXTENSION SPA SURVIVAL CHECKLIST

As the weather cools down, many clients start booking spa breaks and wellness weekends. While they're a great way to relax, they can also be one of the quickest ways to shorten the life of hair extensions if clients don't know how to protect them.

Share this checklist on social media, include it in your consultation process or print copies for clients heading away.

Before your spa visit

- Thoroughly saturate your hair with clean tap water before entering any pool. Hair that's already full of clean water is less likely to absorb chlorine and other chemicals.
- Thoroughly brush the hair, plait it into a loose braid and then wrap the braid into a low bun, securing it with a silk scrunchie. This helps minimise tangling, keeps the hair compact and reduces friction while you're enjoying the spa.
- Pack an extension-safe brush in your spa bag.
- Avoid applying heavy oils or leave-in products immediately before entering the pool, as these can attract unwanted residue.

During your spa visit

- Keep your hair out of the water wherever possible.
- Avoid prolonged time in steam rooms or saunas if you wear tape or keratin bond extensions. If you do choose to use them, keep visits short and allow the attachment points to cool completely afterwards before brushing or tying your hair up.
- If you're having a massage or facial, ask your therapist to avoid applying oils or creams near your scalp or extension attachment points.

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After your spa visit

- Rinse your hair thoroughly with clean tap water as soon as possible.
- Shampoo twice using your recommended hair extension shampoo.
- Apply a deep conditioning treatment through the mid-lengths and ends, avoiding the attachment points.
- Rinse thoroughly.
- Gently detangle from the ends upwards using an extension-safe brush.
- Dry the attachment points completely before tying your hair up or going to bed.

Top tip:
Turn this into a branded one-page PDF that clients can save on their phone or share with friends before their next spa break. It also makes a great carousel for social media, helping both existing and potential clients discover your expertise. It's a simple resource that continues demonstrating your knowledge long after your client has left the salon.



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BUILD YOUR OWN AUTUMN FAQ

One of the easiest ways to create relevant content is to stop guessing what your clients want to know and start writing down the questions they actually ask.

Every question you answer in the salon is an opportunity to educate hundreds more clients online.

Throughout the month, keep a notebook or notes app handy and write down every hair extension question you're asked, no matter how simple it seems.

Questions might include:

- Can I wear a scarf with my extensions?
- Why does my hair feel more static in autumn?
- Can I still go on a spa break?
- Why are my extensions tangling at the back?
- Do I need different aftercare in colder weather?
- How should I wear my hair with a roll neck jumper?

Once you've collected your questions, turn each one into:

- An Instagram Reel.
- A carousel.
- A Story.
- A Facebook post.
- A short YouTube video.
- A blog or website Q&A.

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Remember, if one client has asked the question, there's a good chance hundreds of others are wondering the same thing too.

Top tip:

Don't overcomplicate your content. The simplest questions often perform the best because they're the exact questions potential clients are typing into Google, asking AI tools and searching for on social media. By answering them consistently, you'll build trust, demonstrate your expertise and create a valuable library of content that continues working for your business long after you've posted it.



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AUTUMN HAIR EXTENSION MUST-HAVE KIT

As the seasons change, a few simple essentials can help your clients keep their hair extensions looking their best. Encourage every extension client to have an Autumn Hair Extension Must-Have Kit ready as the colder weather arrives.



Recommend that every client has:

- A silk scrunchie to tie their hair up without causing unnecessary tension or friction.
- A silk pillowcase to help reduce rubbing, minimise tangling and keep hair smooth overnight.
- An extension-safe brush for gentle daily brushing and detangling.
- Your salon's contact details, so they can easily get in touch if they have any concerns or questions.
- A copy of your Autumn Wardrobe Styling advice, reminding them how scarves, hoodies, high-neck jumpers and bulky coats can affect their extensions and the best ways to wear their hair.

These simple items help clients protect their investment, reduce seasonal wear and tear, and feel more confident caring for their extensions between appointments.

If you retail products in your salon, consider stocking silk scrunchies and silk pillowcases as simple seasonal add-ons that genuinely benefit your extension clients while creating additional revenue. If you don't retail these items, make sure you still recommend them and explain why they're worth investing in. Clients appreciate honest advice, and by helping them protect their extensions, you're reinforcing your expertise and building long-term trust.

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OCTOBER ACTION CHECKLIST

Autumn Wardrobe Styling

□ Educate every extension client about how scarves, hoodies, roll neck jumpers and bulky coats can affect their hair extensions.

□ Demonstrate protective hairstyles, such as a low ponytail, loose braid or low bun, to help reduce friction.

□ Film a short educational video showing the correct way to wear scarves and coats with hair extensions.

Autumn Photo Week

□ Capture at least five autumn-themed client photos or videos using seasonal locations, colours or natural light.

Autumn Consultations

□ Ask every client if they'll be wearing lots of knitwear, scarves or high-neck clothing this autumn.

□ Ask every client if they have any spa breaks or wellness weekends planned.

Halloween Content Challenge

□ Create at least four "Hair Extension Horror" educational posts.

□ Download and use the companion guide, 100 Hair Extension Content Ideas for October.

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No Tricks, Just Treats Salon Event

□ Choose a date for your client event.

□ Invite existing extension clients to bring a friend who's considering hair extensions.

□ Prepare your live styling demonstrations and extension Q&A.

Spa Survival Checklist

□ Print or save copies of your Spa Survival Checklist.

□ Share it with every client booking a spa break or autumn getaway.

Autumn Hair Extension Must-Have Kit

□ Recommend the Autumn Hair Extension Must-Have Kit to every extension client.

□ If appropriate, stock silk scrunchies and silk pillowcases as seasonal retail add-ons.

Build Your Own Autumn FAQ

□ Write down every hair extension question your clients ask this month.

□ Turn those questions into future website content, blogs, videos or social media posts.



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October is all about helping your clients adapt to the changing season before small issues become bigger problems. Through simple conversations, practical advice and seasonal resources, you can help clients protect their extensions while strengthening your reputation as a trusted expert.

Don’t feel you need to implement everything at once. Introduce one or two ideas each week and gradually build them into your client journey. Small, consistent improvements often have the biggest long-term impact.

We’ll be back next month with another Hair Extensionist’s Guide, packed with fresh ideas to help you continue growing your salon and delivering an exceptional experience for every client.

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