

The Salon Impact Award, the goal of this award is to recognize salon owners and to shift the lens from the *technical results* (the hair or nails) to the **human and cultural results** (the people and the environment). Since this category is aimed at salon owners, the submitted photos should illustrate leadership, community, and the client journey.

Here are the three types of photos recommended for submissions:

Photo 1: The "Heart of the House" (Team & Culture)

This photo should showcase the **internal impact**: the people who make the business run. Judges want to see a cohesive, professional, and happy team.

- **What to capture:** A candid or semi-staged shot of a staff meeting, a team-building moment, or the crew gathered in the salon.
- **Why it works:** It proves that the owner has built a sustainable workplace culture where staff feel supported. A "huddle" or a group photo in uniform/branded gear conveys professional unity better than a standard headshot.

Photo 2: The "Community Connection" (External Impact)

This photo should demonstrate the **social impact**: how the salon exists outside its four walls.

- **What to capture:** A photo of a salon-hosted event, a local charity partnership, or the team working at a community "give back" day.
- **Pro Tip:** If the "impact" is strictly customer-focused, show a **multi-generational or diverse group of clients** interacting in the communal space. It illustrates that the salon is a "hub" for the neighborhood, not just a service provider.

Photo 3: The "Signature Experience" (Client Impact)

Instead of a "Before & After" of hair, show the **"Before & After" of a feeling**.

- **What to capture:** A shot of a high-touch client interaction—think a detailed consultation, a stylist at a "sensory station," or a client relaxing in a uniquely designed lounge area.
- **Why it works:** It highlights the "Groundbreaking Client Experience" mentioned in your award description. It shows the judges exactly what it feels like to be a customer in that specific salon.

Quick Tips for the Entry Form:

- **Keep it People-Focused:** Unlike technical categories, these photos *should* have people in them. An empty salon looks beautiful, but a salon with a bustling team and smiling clients shows **Impact**.