

More Than Hair Day Spa's creations featured in prestigious worldwide publication

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DRACUT -- Ever walk into a salon knowing that you want to change your hairstyle but have no idea where to begin?

You tend to pick up the various hairstyle magazines and books, looking for the style and color practical enough to complement not only your facial features and skin tone but also your lifestyle.

Most people believe the styles and pictures must come from big-name salons in New York, Los Angeles, Chicago, maybe even Boston. But how about a salon located in your hometown or neighboring community?

More Than Hair Day Spa in Dracut will have four styles featured in the Passion International Haircolor Stylebook -- which is found at salons in more than 40 countries -- this month.

Owner Donna Cummings and stylist Tobi Cutler flew to Chicago on April 21 with their models for the Passion International competition. There were more than 9,000 stylists from around the world competing to have their creations included in the book.

"This was our first time entering," Cummings said. "And we weren't really prepared; most of the salons brought professional models. I told Tobi, 'Do what we love and our passion will come out.'"

Cutler said some of her clients have been asking her if she is going to leave the salon in Dracut to move onto bigger and better things since she will be famous, but the 24-year-old has no intention of leaving the salon she calls home.

"I bounced around a lot before I came here four years ago," Cutler said. "No one really helped me in the other salons I worked in. I was basically self-taught. Donna's taught me better techniques, and now I have clients who won't go to anyone else."

Cummings said being a hairstylist is so much more than just cutting hair.

"This isn't a job. I love what I do," Cummings said. "I don't sell beauty. I sell confidence. We don't just cut hair; we create a hairstyle especially for you."

So how do Cummings and Cutler help their clients keep up with their new looks? They educate them. "We will actually teach you how to create that new look yourself," Cummings said. "We have to educate you. You're my billboard. We are very big on education."

Unfortunately, Cummings explained, cosmetology is a profession that does not require further training or testing once a stylist gets a license. Cummings and her staff continue to take classes and seminars to keep up with current trends and products.

"This is a field where everything is changes," Cummings explained. "The day I stop learning something new is the day I will put my scissors away and stop working."

Cummings says customer satisfaction comes before simply collecting a fee. "We pride ourselves in our products, service and education," Cummings said. "We are not going to do a perm or a color just to make commission. We won't compromise anybody's hair to make money."

To celebrate their recent success, More Than Hair Day Spa is offering a free repair and restore treatment, binominal, to all their chemical clients.

Cummings said cosmetology is about trust. If your clients don't trust you, they won't come back. "I ask my clients what they don't like," Cummings explained. "I need to know what I can't do to their hair, whether it be bangs or length. I need to know. We strive for trust."

"I tell my stylists not to follow the cut from another salon. You don't know if the client was truly happy with what they had. Hairdressing is not thinking, it's feeling and creating."

Cummings and Cutler will be creating again at the end of the month when they travel to Long Island for a national competition in updo and formal hairstyles for weddings and proms.