LOCAL BUSINESS TOOLS • PERSONAL CARE • WHOLESOME

New-Client Welcome Kit

for Salons, Barbers & Nail Studios

Make a first visit feel personal — and make rebooking effortless.

[Your Studio Name Here]

WHAT'S INSIDE — SAMPLE EDITION

1	**Intake Card**	Contact, services wanted, allergies / sensitivities, preferences, and how they found you — on one card.
2	**Aftercare Cards (×3)**	Hair Colour Care • Nails Care • Lashes Care — each with clear Do / Don't lists you hand out at checkout.
3	**Referral Card**	A friendly 'share the love' card new clients can pass to a friend — with space for both names.
4	**Rebooking Reminder Card**	A take-home card with next-appointment date, stylist / tech, and a gentle reminder note.

✂ 5-MINUTE SETUP — PRINT, FILL, HAND OUT

1. PRINT: Print this file double-sided or single-sided on Letter paper or light card stock. Colour looks best; black-and-white also works.
2. FILL: Write (or stamp) your studio name, phone, and social handle wherever you see [Your Studio Name Here].
3. CUT: Trim intake, aftercare, referral, and rebooking cards along the dashed lines. Keep stacks at reception and at each station.
4. HAND OUT: Intake card at check-in • Aftercare card at checkout • Rebooking card with the date filled in • Referral card in the bag.
5. RESTOCK: When a stack runs low, reprint just that page — page numbers are in the footer of every sheet.

PRINTING TIPS

Recommended: 100–110 lb card stock for cards, regular paper for intake copies. Set printer to 'Actual size / 100%' — do not 'Fit to page.' This is a SAMPLE with generic placeholders only. Replace every [bracketed field] with your own details before handing to clients.

No real business is named in this sample — every name, phone, and handle is a placeholder for the buyer to complete.

HAND OUT AT CHECK-IN • 2 PER PAGE — CUT ALONG DASHED LINES

New-Client Intake Card

One card per new client. File it, or photograph it into your booking system, after the visit.

[Your Studio Name Here]
[Phone] • [Instagram] • [Address]

Welcome! New-Client Intake Card

[Your Studio Name Here] • Please complete before your appointment • Date: ____ / ____ / _____

FULL NAME

STYLIST / TECH REQUESTED

PHONE (MOBILE)

APPOINTMENT DATE & TIME

EMAIL

BIRTHDAY (MONTH / DAY — FOR OFFERS)

PREFERRED CONTACT — TEXT / CALL / EMAIL

EMERGENCY CONTACT (OPTIONAL)

Services wanted today (tick all that apply):

- ☐ Haircut / trim
- ☐ Colour / highlights
- ☐ Blowout / styling
- ☐ Manicure
- ☐ Pedicure
- ☐ Nail art / extensions
- ☐ Lash lift / extensions
- ☐ Brow shaping / tint
- ☐ Beard trim / shave
- ☐ Other: _____

Allergies / sensitivities — please list any (dyes, latex, fragrances, adhesives, nuts, medications):

Preferences & notes: e.g. quiet appointment, extra time, product scents, inspiration photo — _____

How did you hear about us? ☐ Friend / family ☐ Instagram / social ☐ Google search

Welcome! New-Client Intake Card

[Your Studio Name Here] • Please complete before your appointment • Date: ____ / ____ / _____

FULL NAME

STYLIST / TECH REQUESTED

PHONE (MOBILE)

APPOINTMENT DATE & TIME

EMAIL

BIRTHDAY (MONTH / DAY — FOR OFFERS)

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- ☐ Lash lift / extensions
- ☐ Brow shaping / tint
- ☐ Beard trim / shave
- ☐ Other: _____

Allergies / sensitivities — please list any (dyes, latex, fragrances, adhesives, nuts, medications):

Preferences & notes: e.g. quiet appointment, extra time, product scents, inspiration photo — _____

How did you hear about us? ☐ Friend / family ☐ Instagram / social ☐ Google search ☐ Walked by ☐ Referral card ☐ Other

Thank you! Your stylist / tech will review this with you before we begin. • Signature (optional): _____

TAKE-HOME AFTERCARE • HAND OUT AT CHECKOUT

Hair Colour Care

Keep colour vibrant and hair healthy until your next visit.

[Your Studio Name Here]
[Phone] • [Instagram] • [Address]

Thank you for trusting us with your colour. A little care in the first two weeks makes the biggest difference to shine and fade.

Hair Colour Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

- Wait 48 hours before first wash
- Use lukewarm water + colour-safe shampoo
- Use the products listed below as directed
- Use heat protection before styling
- Book a gloss / toner refresh if advised

✕ DON'T

- Wash daily or use very hot water
- Use clarifying / anti-dandruff shampoo in week 1
- Apply heat without protection
- Swim without rinsing / covering hair first
- Colour at home over fresh salon colour

RECOMMENDED PRODUCTS (SHAMPOO / MASK / LEAVE-IN)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

Hair Colour Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

- Wait 48 hours before first wash
- Use lukewarm water + colour-safe shampoo
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- Colour at home over fresh salon colour

RECOMMENDED PRODUCTS (SHAMPOO / MASK / LEAVE-IN)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

TAKE-HOME AFTERCARE • HAND OUT AT CHECKOUT

Nails Care

Protect your manicure and keep natural nails healthy underneath.

[Your Studio Name Here]
[Phone] • [Instagram] • [Address]

Your nails should last — these simple habits protect the finish and prevent lifting, chips, and breakage.

Nails Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

- Apply cuticle oil daily
- Wear gloves for washing-up & cleaning
- Keep nails dry; dry hands thoroughly
- File gently in one direction if needed
- Return for removal — don't peel or pick

✕ DON'T

- Use nails as tools (cans, labels, lids)
- Peel, bite, or force off product
- Soak hands for long periods in hot water
- Use harsh chemicals without gloves
- Ignore lifting, pain, or redness — tell us

RECOMMENDED PRODUCTS (CUTICLE OIL / HAND CREAM)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

Nails Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

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- Wear gloves for washing-up & cleaning
- Keep nails dry; dry hands thoroughly
- File gently in one direction if needed
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✕ DON'T

- Use nails as tools (cans, labels, lids)
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- Soak hands for long periods in hot water
- Use harsh chemicals without gloves
- Ignore lifting, pain, or redness — tell us

RECOMMENDED PRODUCTS (CUTICLE OIL / HAND CREAM)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

TAKE-HOME AFTERCARE • HAND OUT AT CHECKOUT

Lashes Care

Keep lashes clean, full, and comfortable — for lifts and extensions.

[Your Studio Name Here]
[Phone] • [Instagram] • [Address]

Clean lashes last longer. Follow these steps for the first 24–48 hours especially, then as your daily routine.

Lashes Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

- Keep lashes dry for first 24–48 hours*
- Cleanse daily with lash-safe cleanser
- Brush gently with a clean spoolie
- Sleep on your back / silk pillowcase if you can
- *Or as your tech advises for your treatment

✕ DON'T

- Rub, pull, or pick at lashes
- Use oil-based makeup / removers
- Use waterproof mascara on extensions
- Apply steam / sauna in first 48 hours
- Use eyelash curlers on extensions

RECOMMENDED PRODUCTS (LASH CLEANSER / SERUM — IF ADVISED)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

Lashes Care — Your Aftercare Guide

[Your Studio Name Here] • Client: _____ Stylist / Tech: _____ Date: _____

✓ DO

- Keep lashes dry for first 24–48 hours*
- Cleanse daily with lash-safe cleanser
- Brush gently with a clean spoolie
- Sleep on your back / silk pillowcase if you can
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RECOMMENDED PRODUCTS (LASH CLEANSER / SERUM — IF ADVISED)

NEXT APPOINTMENT — DATE / TIME

Questions? Call / text us: [Phone] • [Instagram] • If you notice irritation or a reaction, contact us promptly and seek care if needed.

GROW RETURN VISITS • CUT ALONG DASHED LINES

Referral & Rebooking Cards

Referral cards go in the bag. Rebooking cards go home with the date already filled in.

[Your Studio Name Here]
[Phone] • [Instagram] • [Address]

REFERRAL CARD • SHARE THE LOVE

You look great — pass it on!

Give this card to a friend. When they bring it to their first appointment, you both get:

[Offer — e.g. $10 off / free add-on treatment — Your Studio Fills In]

YOUR NAME (EXISTING CLIENT) _____

FRIEND'S NAME (NEW CLIENT) _____

REFERRED BY — STYLIST / TECH _____

CARD EXPIRES (STUDIO FILLS IN) _____

[Your Studio Name Here] • [Phone] • [Address] • [Instagram] — One card per new client. Terms: [Studio fills in].

Tip for studios: keep a small stack at reception and slip one into every retail bag.

REBOOKING REMINDER CARD • TAKE HOME

See you next time!

We've saved your next spot — pop this on the fridge or snap a photo of it now.

NEXT APPOINTMENT — DAY & DATE _____ TIME _____ WITH (STYLIST / TECH) _____

Service booked: _____ Need to reschedule? Please give [24 / 48] hours' notice: [Phone]

PRODUCTS TO REORDER / BRING _____

NOTES FOR NEXT VISIT _____

[Your Studio Name Here] • [Phone] • [Address] • [Instagram] • Online booking: [Website / Booking Link]

Thank you for supporting a local studio — reviews and referrals mean the world to us.