For Alexi — New In-Salon Menu (live September 15, 2026)

From Robert · August 21, 2026 · Companion file: NEW-PRICING-SEPT-15.md (the full master price list)

THE JOB

Create the new printed in-salon menu using the **Sept 15 prices** from NEW-PRICING-SEPT-15.md. This is the menu we hand to guests at the desk and keep at the stations — for all three salons: **Village · Bayfront · Promenade**.

THE MOST IMPORTANT RULE

Do NOT list every service. The master file has 77 services — that's the entry sheet for Boulevard, not a menu. A guest menu lists only the basic, recognizable services with **price ranges**. Add-ons, timed variants ("45m", "1h"), promos (Teacher, Summer, First-Visit), and internal line items stay off the menu — the front desk quotes those.

PRICE FORMAT

- Ranges span our stylist levels (Silver up to Master Director) — show them as **"$77–$161"** or **"from $77."** Never print a single mid-level price as if it's the price for everyone.
- One short line under the menu's first heading: *"Ranges reflect stylist level — the front desk will confirm your exact price."*
- Use only the **Sept 15** column. Never the "Today" prices, never the member prices.

SUGGESTED MENU (RANGES ALREADY COMPUTED — COPY FROM HERE)

Hair

- Women's Signature Haircut & Blowout — $77–$161
- Men's Haircut — $62–$126
- Children's Cut (8 & under) — $62–$91
- Blowout + Style — $61–$106
- Bang Trim — from $25
- Special-Occasion Upstyle — $86–$138

Color

- Single Color Root Retouch — $121–$158
- All-Over Color — $179–$206
- Glaze / Toner — $89
- Face-Framer Highlights — $186–$205
- Partial Foil — $200–$240
- Full Foil — $223–$280
- Dimensional Color Blend — $236–$271

Smoothing

- Express Smoothing (1 hr) — $239
- Brazilian Blowout / Global Keratin — $400

Extensions

- Maintenance — $61–$460 (15 min to 2 hrs)

Nails

- Manicure — $55 · Shellac Manicure — $99
- Pedicure — $89 · Polish Change Pedicure — $62

LUX Indulgences *(optional small section — or leave as a station card)*

- "Finishing touches & rituals, $12–$52."

Trim or reorder as the design needs — but anything you ADD must come from the master file's Sept 15 column, and if a range looks wrong, check the master file rather than recalculating.

NEVER ON THE MENU

- **The ROP Platinum Membership does not appear on this menu at all.** No block, no footer line, no mention. It is an exclusive, personal invitation — the desk extends it to the right guests; it is not offered to everybody. If a draft comes back with a membership mention, remove it.
- **No "ask your stylist" anywhere.** Pricing is one menu, set for the whole salon — nobody prices chair by chair. Any "ask" on the menu points to the **front desk** only.

HOUSE LANGUAGE (NON-NEGOTIABLE)

- The salons are **Village, Bayfront, Promenade** — never "Bonita."
- Membership discount wording: services only, never retail.
- No percentages about the price change, no "new pricing" banners — this is simply the menu.

TIMING & COORDINATION

- **Nothing displayed or handed out before September 15.** Print ahead; hold at the desk.
- Draft to Robert by **Friday, Sept 5**.
- **Robert approves the final look before anything goes to print — no exceptions.** Send the final proof and wait for his sign-off.
- Approved & printed by **Friday, Sept 12** · in salons **Monday, Sept 15**.
- **Marina** enters these same prices into Boulevard on **Sunday, Sept 14** from the master file. If she rounds any price to a house price point at entry, she tells you and the menu matches Boulevard — Boulevard is the final word.