



In our last issue, Michael Suba, owner of Continental Hair, described how the Cesare Ragazzi line of products has changed the way he does business at Continental Hair in downtown Toronto. Today, we want to introduce you to Danielle Grillo, the owner of Transitions Hair Solutions, NJ. Danielle wears and sells Cesare Ragazzi hair and has recently introduced the company's custom trichology program.

I first discovered Cesare Ragazzi through my company, Transitions Hair Solutions, and I must admit I was skeptical at first because every manufacturer says they have a fantastic product. But upon looking into it further, I realized this was something different – it wasn't the same old, same old. It was a high-end product and the company really put a lot of skill and passion into making it.



Danielle Grillo

I wanted to learn more and was invited to tour the Cesare Ragazzi factory in Italy. I was blown away. They trained me in everything they do, including how to order the pieces, how to use them, and how to take the parameters. I was also educated on the psychological foundations that is the anchor to their

customer support program. The production processes were no less impressive; from the factory, to the workers, to the virgin hair, the construction of the pieces, to the chemist that makes the components for the base... everything. No stone is left unturned. Everything was a well-oiled machine.

So when I was asked to go to Las Vegas to talk about their products and tell new centers what I had seen, I didn't hesitate. Cesare Ragazzi is for anybody who wants to have a healthy scalp. And because a healthy scalp is the foundation for healthy hair, I urge you to do some research and check this company out for yourself.

I also ordered one of their hair systems, they call it the "CNC® system," for myself. The product is of such high quality that there is no dispute about the price point.

You get what you pay for. And that's exactly what my clients have discovered. They want the best and that is what they get. They want something that will help them to forget about their hair loss, and this is it.

I would urge other studio owners to look into this. We're in the business to help people create the hair they once had – the most natural and undetectable hair. How could you not have something that is the highest in technology right now, the most natural looking, and most amazing life-like piece? Even doctors back this program and they send hair loss patients to me, which only adds to my credibility.

So my message to my friends in the industry is to research Cesare Ragazzi, talk to people who are already working with the company. Don't make a snap judgment and don't be skeptical like I was in the beginning. People say, "Oh, it won't work in my market", or "It's too expensive." You don't know that. Try it, research it, and look into it yourself with an open mind. You won't regret it, I didn't!

For more information please visit <http://www.cesareragazzi.com/eng/contatti.jsp> or email info@cesareragazzi.com.

Cesare Ragazzi Laboratories is an established leader in the field of scientific research into hair and scalp disorders, and the development of effective treatments. Since opening their first private clinic over forty years ago, they have treated over a million clients from all over the world. There are currently over 30 clinics operating across Italy, Switzerland and Brazil. Further Cesare Ragazzi Laboratories clinics are planned in the USA, UK and China.