

Philosophy & Core Values

An insignia is a signature mark-- the distinctive quality and style that serves as the motif for who you are. Your insignia can simply be your signature style---the look that captures the very essence of how you view life and how you choose to live it: on the cutting edge of art and fashion, traditional and classic, or just comfortably with "no fuss."

Insignia Salon doesn't just follow trends; we create them for our customers who value personal style and expert advice. We serve our customers with the mindset that:

Insignia is a Relationship

... between our staff and customers that is based on respect, integrity, and trust.

Insignia is a Balance

... between whom our customers are and the image they want to project.

Insignia is a Lifestyle

...of beauty & wellness that goes beyond the salon experience-- enriching your world at home, at work, at play, at last!

Mission

-To connect with our customers on a professional, emotional, and spiritual level, in order to customize services and products that balance our vision with their wants and needs.

-To execute craftsmanship that begins with the consultation and ends with a work of art that always bears our insignia...signature quality and style that keeps customers coming back for more.



Insignia
S A L O N

A Salon Industry Solutions Company

Our Signature. Your Style.



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About Us

Beauty & Business Gurus Judiffier Pearson and DeShawn Bullard serve at the helm of Insignia's artistic design team, adeptly known as the Insignia Glam Squad. These industry leaders have made their marks behind the chair and behind the scenes of photoshoots, television, stage, video, fashion shows, and red carpet events. Everything they have learned and continue to learn in hair and makeup is imparted into their salon team so that every artist in our organization is able to reproduce the signature style that our customers deserve and demand.

The Insignia Glam Squad has served an extensive list of celebrities and well-known personalities, including LeToya Lockett, Terri Vaughn, Al Jarreau, Joanna "JoJo" Levesque, Laila Ali, Bill Bellamy, Charlie Wilson, T-Boz, Lynn Whitfield, Silk, Marilyn McCoo & Billy Davis, Doug E. Fresh, Tony Terry, Betty Wright, Tamar Braxton, Tramaine Hawkins, Creflo & Taffi Dollar, Joel Osteen, Dottie Peoples, LaShun Pace, Dorothy Norwood; WXIA-TV's Brenda Wood, Karyn Greer, Wes Sarginson, Fred Khalil, Paul Ossman, Bill Liss; and Good Day Atlanta's Suchita Vadlamani and Mark Hayes.

Service Menu

	Assoc	Sr Assoc	Director
Shampoo & Style	\$40.00	\$45.00	\$50.00
Relaxer Touch-up	\$65.00	\$75.00	\$85.00
Sens. Scalp Relaxer	\$75.00	\$85.00	\$95.00
Virgin Relaxer	\$85.00	\$95.00	\$105.00
Maintenance Cut*	\$15.00	\$15.00	\$15.00
Design Cut*	\$25.00	\$30.00	\$35.00
Semi-Perm Color*	\$20.00	\$25.00	\$30.00
Perm Color-Full Covrg	\$85.00	\$95.00	\$105.00
Full Coverage T-up	\$65.00	\$75.00	\$95.00
Highlights			
Crown	\$75.00	\$85.00	\$95.00
Full Head	\$90.00	\$100.00	\$110.00
Base Color*	\$55.00	\$55.00	\$55.00
Base Color Touch-up*	\$35.00	\$35.00	\$35.00
Design Styling*	\$15+	\$15+	\$15+
Straw Set*	\$35+	\$35+	\$35+
Flat Twists*	\$25+	\$25+	\$25+
w/ extensions	\$45+	\$45+	\$45+
Cornrolls*	\$25+	\$25+	\$25+
w/ extensions	\$45+	\$45+	\$45+
Sew-In Weave			
Full head	\$275.00	\$295.00	\$315.00
Per Track	\$20.00	\$25.00	\$30.00
Net Weave	\$300.00	\$315.00	\$330.00
Bonding per track	\$15.00	\$15.00	\$15.00
Infusions	\$750.00	\$850.00	\$950.00
Lace Front Systems			
1 st Install	n/a	\$250.00	\$250.00
Maintenance	n/a	\$150.00	\$150.00
Haircolor	n/a	\$135.00	\$135.00
Lace Frontal			
1 st Install	n/a	\$125.00	\$125.00
Maintenance	n/a	\$90.00	\$90.00
Haircolor			

Service Menu Cont'd

Brow Shaping	
Wax	\$15.00
Razor	\$15.00
Tweezers	\$20.00
Brow Lightening	\$15.00
Brow Tinting	\$20.00
Basic Makeup	\$45.00
Camera Ready Makeup	\$85.00
Makeover Package	\$175+
Individual Lashes	\$30.00
Strip Lashes	\$15.00
Lip Wax	\$10.00
Lip & Chin Wax	\$15.00+
Full Facial Wax	\$25.00+

Session Styling & Makeup available - Call for pricing

(*) = Shampoo/ Style service not included

