

Hair Smoothing Product Labeling Study
Salon Stylists
Participant Screener
September 2016

Recruiting Goals

- Four focus groups will be conducted with salon professionals, onsite at hair or beauty shows. Two focus groups will be conducted at each of two separate hair/beauty shows.
- Focus groups will be conducted with stylists who perform hair smoothing and hair straightening treatments.
- Focus groups will be segmented by location, as follows:

Location TBD	Location TBD
Experienced	Experienced
Less Experienced	Less Experienced

- The groups will include women/men of ages 18 and over.
- All participants must be able to read, understand, and speak English.
- Twelve participants will be recruited for each group with the expectation that 8-10 participants per group will be achieved.
- Each participant will receive a \$65 cash incentive.

Study Protocol

- Each group will last approximately 90 minutes (plus time needed for signing in before the group starts and signing out after the group ends).
- Participant written consent will be obtained before the group discussion starts.
- Groups will be audio- and video-taped.
- The identity of the participants will be kept secure to the extent permitted by law.
- Groups will be conducted at two beauty shows by Westat researchers, and will be observed by an FDA researcher.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Appendix I: Screener – Salon Stylists

PARTICIPANT SCREENER SCRIPT

Hi/Hello Ms./Mr. _____, my name is _____. Would you like to take part in a focus group about hair products that we will be conducting here at the beauty show? I work for a social research company, Westat, who was contracted by FDA to conduct a research project about hair products. We are looking for hair stylists who perform hair smoothing or hair straightening procedures as a part of their job at a hair salon. We would like to invite such stylists to take part in a focus group where we will ask participants for their views on salon smoothing treatments, and their reactions to proposed hair product labeling. In appreciation of your participation and your time, you will receive \$65 at the end of the focus group. Refreshments will also be provided.

Are you interested in participating?

- Yes
- No → eliminate [thank respondent politely]

Q1. Are you 18 years old or over?

- Yes
- No → eliminate [thank respondent politely]

Q2. For how long have you been working as a hair stylist?

_____ years
_____ months

[Recruit those who have worked as a stylist for at least two years to more experienced groups.]

Q3. I will read a list of hair procedures that may be performed at hair salons. Which of these do you personally perform at your salon?

- Haircuts
- Hair coloring
- Perm
- Hair straightening using relaxers
- Japanese hair smoothing/straightening
- Hair smoothing, such as Brazilian Blowout or Keratin Treatment
- Other response [specify] _____

[Eliminate if respondent did not indicate any of the hair smoothing/straightening procedures, strive to recruit at least 4 participants per group who do Brazilian Blowout or Keratin Treatment.]

Q4. You mentioned hair smoothing, such as Brazilian Blowout or Keratin Treatment; do you remember a brand name of a product(s) you use for that?

[Record exact response] _____

Appendix I: Screener – Salon Stylists

Q5. May I just check, are you intending to learn about hair smoothing treatments while here at the show?

- Yes/definitely
- Maybe
- No

Q6. When was the last time you performed a hair smoothing/straightening procedure?

Q6a. Do you intend to perform hair smoothing/straightening in the near future?

[Record verbatim response] _____

[Respondent must have done hair smoothing/straightening in the past year or respond “yes/definitely” in Q5 and express intention to do hair smoothing/straightening in the near future.]

Q7. [Ask those who have done hair smoothing/straightening.] On average, how many hair straightening procedures do you perform?

- Per week _____
- Per month _____
- Other [Specify] _____

Q8. Are you of Hispanic or Latino origin?

- Yes
- No

Q8a. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...?

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native

Q9. How good are you at reading English when you need to in daily life? For example, reading newspapers, magazines, or instructions for medicine or recipes?

- Very good
- Fairly good
- Poor
- Cannot read English → eliminate [thank respondent politely]

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The focus group will be held (DATE, TIME AND LOCATION) and will last about an hour-and-a-half. You will receive \$65 cash in appreciation for your time. Would you like to participate?

- Yes
- No → [Thank the person for his/her time]

I would like to text you a confirmation with the details about the group. Can you tell me your name and cell phone number?

Name: _____

Phone: _____

Great! We will see you at (DATE, TIME, LOCATION). We are only inviting a few people, so it is very important that you let us know as soon as possible – by texting us - if for some reason you are unable to attend. If you use reading glasses, please bring them with you to the focus group.

[Additionally, give a person a card with date, time and location of the focus group.]

Pre-focus group discussion questions

[These questions will be administered at the beginning of the focus group.]

1. What is your position/function at the salon? [Check all that apply.]
 - Salon owner
 - Salon manager but not the owner
 - Pay-roll stylist
 - Self-employed stylist renting a chair at the salon
 - Other [specify] _____

2. What is a price range of a female haircut with a blow-dry at your salon?
\$ _____

3. How many stations are there at your salon?

4. How many of these stylists perform hair straightening procedures such Brazilian blowout of Keratin treatment?

5. What is the highest level of education that you have completed?
 - Less than high school
 - High school graduate or GED
 - Technical/vocational school
 - Community college
 - Some college (1-3 years towards Bachelor's degree)
 - College (Bachelor's degree)

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- Advanced degree (postgraduate degree)

6. Could you indicate in which category your age falls?

- 18-30
- 31-40
- 41-50
- 51-55
- 56 and over