

Interview with Awrad Hair Care Center's CEO:

Mrs. Lida Tajik

What was the inspiration behind starting your company?

The inspiration that came to me that led me to start up Armon Royesh in Tehran and then later, Awrad hair care center in Dubai was when I had this life changing realization that when both women and men start doubting their outer beauty, it starts to have negative psychological effects on them. Which will lead to hardship and problems in their personal and professional life.

Having that in mind I also realized that hair loss is not just a physical and clinical problem, but it also leads to psychological issues which will cause an individual to develop problems in their social life therefore stopping them from being a well-rounded active member of their society.

As I started to fulfil my calling to serve the people of my community and got I got married to Mr. Kianosh Rahmani, I thought to myself that there is no better way for me to go about creating a business that makes people not only enjoy the service that they get but also be a part of their positive transformation in terms of beauty, confidence and positive emotional and psychological thoughts. Where I can help them get their confidence back through beauty and start living to their full potential.

Every service-based business in the world puts some sort of happiness in the hearts of their clients. But at Awrad hair care center it is on an entirely different personal level. Where we become the keeper of their very important secret, we become a part of their positive transformation and stay by their side every step of the way.

How have you developed your products/services?

The micro-point technique is exclusive Iranian craft and art which was founded by Mr. Kianoush Rahmani back in the year 1993. This technique has been copyrighted in many different locations around the world including the Arabian gulf countries and soon in all of Europe.

The micro-point technique uses little to no raw materials except for 100% natural human hair. In order to provide the best services to our clients we use nothing but the highest quality virgin natural human hair. (Virgin meaning that there have not been any enhancements, like dyeing, additions of chemicals etc.) we do all of these things to make sure the average life span of our product is at the highest that it can be. The average life span of our product is ten year. Which will be less or more depending on the way that it is taken care of.

Ultimately when our clients notice the physical and psychological benefits of our service in addition to its very high life span it naturally sparks a chain reaction for our service and our brand to be developed to where it has today.

Do you link your company/products to the region and if yes, how?

Linking and franchising our Services and brand to not only the region but to the world has been our ultimate goal from the very beginning. Simply because we believe that this technique must not be limited and everybody in the region and in the world should have the chance the benefit from this solution.

The reason that we have not taken quick action towards this goal is because our service and our branding is craft and an art. Everything from the technical side to marketing and sales has a very specific process that needs complete understanding of the vision that we have for it. It is not possible for us to hand over the system to a third party with simple training. It will take very in-depth training and constant communication for the handover to a third party to be successful. Firstly, because this is a very sensitive thing for our clients, in terms of confidentiality and understanding their problem. and we want to make sure they get the best experience possible. And of course, for the sake of our brand and our reputation. we have been very careful to who we trust with this big vision and responsibility.

Now we are fully ready to hand over our franchise to a third party in the gulf countries now that we have set our copyright laws. We are pushing to go worldwide. As of now our main focus is to give our franchise and link our brand to the countries in the Gulf region.

With the surprise of the COVID-19 pandemic this process has been slowed down, but we are still ready to link our services and brand to all the gulf region and soon to the entire world so all the people in the world can have a chance to benefit from the micro-point solution.

What was the regional impact of your company?

The micro-point technique is unique to the way it deals with hair replacement. It is different than the other solutions. it has all the benefits without any of the drawbacks and bad side effects.

One of our many slogans are that our brands are the only ones that should present the micro-point solution to the public because throughout the years the technique has updated. and it will continue to update every time that the pioneer of the micro-point technique Mr. Kianosh Rahmani comes across a new case in terms of people that have lost their hair etc. the other brands that claim they can present the micro-point technique have once been a student of Mr. Kianosh Rahmani, do not possess the latest technology and techniques. And they are in direct violation of our copyright laws.

The biggest impacts on our company has been that we are a noticeable competition with other companies that have different solutions for hair replacement, like hair transplant, wigs, glued or clamped extensions etc.

Who was your biggest support and inspiration in developing your business?

The greatest inspiration would be the smile of each and every one of our clients that come out of the salon after the procedure is complete. We have also had clients that were finally able to socialize normally in their community. Cases that they finally got the confidence to get married. and even cancer patients that felt joy after going through their rough treatment. These are my personal inspirations. But by always communication these morals to our team, I'm sure that it is the fuel to all of our hearts that moves our business forward.

Many of our morals come from an Islamic point of view. All of the things that we do and the reason that we have kept the process as moral as it can be, has been for the sake of god. Helping people however it may be, physically or physiologically and watching their lives turn towards a brighter future is seen in the eyes of god as a good thing.

From the very beginning of the launch of our brands, we have been a family business until now. So, taking care of our family members and the people in our circle has also been a great inspiration.

These morals and inspirations have been the result for us to always keep our standards the same and never having to decrease the quality of our work even during hard times that we might have suffered. This goes to be proven again and again even now with the COVID-19 pandemic taking the world by storm.