

# Snip-its Teams with Autism Speaks for Instructional Booklet and Video



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Salon produces video on a better haircutting experience for children suffering from autism



NATICK, MASS. (June 2009) Snip-its ([www.snipits.com](http://www.snipits.com)), the fastest growing franchise of children's hair salons in the U.S., is very proud to announce a partnership with the non-profit organization Autism Speaks. This partnership has produced the publication of a nine-page "Haircutting Training Guide" booklet as well as a "Tips For Successful Haircuts" video, which gives both parents as well as Snip-its stylists tips on how to give autistic children a wonderful haircutting experience. A digital version of the "Haircutting Training Guide" booklet and a copy of the video are currently featured on the "Family Services-Community Connections" page of the [Autismspeaks.org](http://Autismspeaks.org) Web site.

"We are very proud that we can work in conjunction with a great non-profit charity like Autism Speaks," says Christine Mudd, director of franchise development for Snip-its. "We hope that our booklet and video can help families give children with autism a better experience in the salon."

The "Haircutting Training Guide" is an easy to read, nine page booklet which was created by Snip-its in conjunction with Autism Speaks and Melmark New England. The booklet outlines tips for both stylists and parents on how to best make haircuts a easy and stress free experience for children suffering from autism and gives stylists tips on how to speak and interact with these children while giving a haircut. The booklet also features a large section of tips for parents on how to alert management and stylists to your child's individual needs pre-haircut and how to make their child comfortable throughout their haircutting experience.

The "Hair Cutting Tips for Children with Autism" video puts the tips outlined in the "Haircutting Training Guide" booklet into an easy to follow video format. At Snip-its we take pride in giving children the best haircut, and the best experience possible. While a haircut involving a child with autism might be a bit more challenging, by following a few simple steps, we can assure both the child and the parent that they will experience a quick and enjoyable haircutting experience.

Autism is a complex neurological disorder that typically lasts throughout a person's lifetime and effects 1 in 150 individuals. This makes autism more common than pediatric cancer, diabetes and AIDS combined. Autism knows no racial, ethnic or social lines and affects four times as many boys as it does girls. It impairs a person's ability to communicate and relate to others and is associated with rigid routines and repetitive behavior. Symptoms can range from very mild to severe and while steps can be taken to make a autistic child more comfortable in society, no known cure is available at this time.

## **About**

## **Snip-its**

The Snip-its Corporation, based in Natick, Massachusetts, is a growing [kids franchise](#) designed to untangle the hair care challenges of children and their parents. It provides the best customer service and a guaranteed great time for both kids and parents. The [salon franchise](#) has served more than one million children annually in 65 locations. In 2007, Snip-its was named the 30th fastest growing franchise in the U.S. by Franchise Times Magazine. For more information or to learn more about [kids franchise opportunities](#), visit [www.snipits.com](http://www.snipits.com) or call 877-SNIP-ITS.

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