Hair Color Made Simple

KEY TERMS

Baliage
The application of color using small brush strokes directly on selected pieces of hair.

Color Wheel
A circular diagram in which primary and complementary colors are arranged.

Complementary Colors
Color tones that neutralize each other.

Cortex
The middle section of the hair where hair color is held.

Cuticle
The outside part of the hair.

Density
The amount of hairs that are in each square inch on the head of a customer.

Developer
The oxidizing agent that is used to give lift to the hair or give it color.

Highlights
A color treatment that consists of coloring small pieces of a customer’s hair lighter for a desired multidimensional effect.

Lowlights
A color treatment that consists of coloring small pieces of a customer’s hair darker which often adds depth.

Medulla
The core part of the hair.

Primary Colors
The three colors of red, blue and yellow that cannot be created by mixing other colors are the basic colors for all possible color combinations.
Retail
Anything that is sold from the salon or spa.

Secondary Colors
The colors green, violet, and orange that are created when primary colors are mixed together.

Semi-permanent Hair Color
A deposit only color that enhances or darkens the natural shade of color.

Texture
How the hair feels to the touch.
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Lesson 1: THE HAIR

This lesson focuses on the following topics:

- Parts of the Hair
- Healthy versus Damaged Hair
- Hair Types
- Texture
- Curl Pattern
- Color Theory
- Types of Hair Color
- Opaque versus Translucent

Parts of the Hair

First, knowing about hair will make it easier to learn about hair color. Looking at one strand of hair and taking a cross section of the hair illustrates the various layers of the hair. Notice how healthy hair cuticles lay smooth against the hair shaft.

>>Parts to the Hair
There are three main parts to the hair:

1. Cuticle
This is the outside of the hair. It looks like small shingles lying against the hair shaft. The scales on the cuticles are not visible but they determine shine, health, and the ability for the hair to become tangled.
2. Cortex
The middle section is called the cortex. This is where hair color is held. When hair is opened, the color penetrates inside the hair to the cortex.

3. Medulla
This is the core of the hair.

Healthy Versus Damaged Hair

>>Definitions

Healthy Hair
In healthy hair, the cuticle lays smooth. Because light is reflected off the cuticle layer, healthy hair will appear silky and shiny.

Damaged Hair
In damaged hair, the cuticle will stand up. The hair will appear rough, breakable, dry, and just plain fried. Overly processed hair also tangles more easily because the cuticles from one strand hook to the cuticles on the strand next to it.

Chemically colored, permed, or straightened hair appears more damaged unless proper conditioning treatments have been given. Damaged hair can be caused from the following:

- Excessive heat styling
- Pool chemicals
- Ocean water
- Obsessive brushing
- Shampooing with harsh chemicals

Here is an example of damaged hair. Notice how the cuticles stand out from the hair shaft or are missing. A dull, flat appearance combined with breakage equals disaster.
>>Beware of Damaged Hair
Take careful consideration when coloring damaged hair, as more damage will result from the coloring process.

- If darkening, damaged hair or ends will grab the base color and go very dark, usually to an undesired shade.
- If lightening severely damaged hair, the hair will melt. It will either fall off at the shampoo bowl or feel slimy when wet and extremely brittle when dry.

Damaged hair will also break if touched. In this instance, the stylist should recommend professional conditioning treatments instead of coloring the client. Be smart and be conservative. It is not worth the money if the client has badly damaged hair because it will cost you more in the end with time spent correcting, breaking the hair, and then hiring a lawyer.

When it’s fried and dyed, lay it to the side, and go on to a different customer.

The following are steps a professional colorist can use to maintain the health of color-treated hair:

- Extensive Consultation
- Correct Formulation
- Proper Application of Color
- Awareness of Processing Time
- Use of Shampoo for Color Treated Hair
- Deep Conditioning Treatments
- Recommendations for Retail Products
>>Conditioning
The salon professional should follow a chemical service with a conditioning treatment. Use either or both of the following:

**Protein Treatment**
This is great to fill in the damaged parts of the hair and strengthen the hair shaft. Protein should only be used once a month or every six weeks because too much protein will make the hair so strong it will become brittle and break.

**Moisture Treatment**
Moisture treatments help improve the condition of the hair and also retain the color. Moisture treatments can be used often and should be sold as an at home retail product.

>>Retailing
The final step professional colorists use to keep hair healthy is recommending products for retail. Shampoos and conditioners from salons protect color treated hair better for the following reasons:

- They use less harsh chemicals than their grocery store counterparts.
- Salon conditioners contain the proper moisture levels to hydrate parched hair.
- Professional styling aids and tools help the hair look beautiful and shiny.

>>Remove Build-up
Hair coated with film from heavy conditioners, excess color, or hairspray will look duller than healthy hair. Remove the build-up with the following steps:

- Shampoo with a detoxifying or cleansing treatment.
- Deep-treat the hair with a moisture-based conditioner.
- Always cleanse and condition hair that has been styled with a pomade-based product prior to coloring. The pomade will leave a wax coating on the hair that color cannot penetrate.
  - This is very important to remember when coloring men’s hair.

*Maintain the integrity of the hair through proper application of chemicals and deep-conditioning treatments.*
Hair Types

>>General Information
When deciding to apply hair color on anyone’s hair, it is best to analyze the hair type during the consultation. Determining the density, texture, and curl pattern will make a huge difference when deciding what to use for hair color and application.

>>Density
To determine the density of the hair, evaluate the hair and look at how many hairs are in each square inch on the head. Hair could be:

- Thin
- Average
- Thick

Thick sections are usually around the back of the head, while the frame of the face usually has thin strands. Remember that each individual could have a combination of different densities. Some individuals have lots of fine hair so their hair has average to thick density, and some people have coarse hair, but the density is thin.

Thick Hair
A great way to determine the density of the hair is to pull it back into a ponytail. In this photograph, the density is thin.

Average Hair
This is an example of a client with average density. Remember, density is how many hairs are in each square inch on the head.
Hair Color Made Simple

Thick Hair
The density in this photograph is thick. She has many hairs per square inch, so when combined into a ponytail, it is very thick.

Texture

>>General Information
Texture is how the hair feels to the touch. Texture can be categorized as:

- Fine
- Medium
- Coarse

The best way to know the texture of each client is to feel the hair.

Fine
This is an example of fine hair texture. When feeling fine hair, it will almost feel like nothing.

Medium
Medium hair will feel normal to the touch, and it will have consistency to each strand.
Coarse
Coarse hair will feel thick and sometimes rough. This hair type takes the longest to process because it is most resistant.

Curl Pattern

>>General Information
The curl pattern is developed by how the hair grows out of the follicle.

- Straight hair grows out of a round follicle.
- Wavy hair grows out of an oval follicle.
- Curly hair grows out of an almost flat follicle.

The amount of curl in the hair is the curl pattern or lack thereof. The amount of curl is measured in millimeters between each of the waves. Curl pattern can be changed slightly through chemical processes such as a perm or a chemical relaxer.

Hair Follicles

The images shown above are what the inside of a hair follicle looks like when peering straight down into the follicle. A more circular follicle causes the hair to grow straighter. A more flattened the follicle causes the hair to grow curlier.

Straight
Straight hair is the result of a lack of curl pattern, and the hair follicle is round.
Wavy
The amount of curl in this client is considered wavy. As long as there is any form of a natural bend the hair is considered wavy.

Curly
This client has lots of curl, and is referred to as having curly hair. The closer the bend of the wave to the next bend the curlier the hair appears.

*Always determine the density, texture, and curl pattern prior to coloring the hair.*
Color Theory

>>General Information
Now it is time to learn the basics of hair color. By taking the time to really learn color theory, any color line can be used with complete confidence. All hair color is based on the color wheel and once color theory is mastered, any color line can be used with great results.

Any color can be created that is designed from the color wheel, which is also useful when trying to correct a problem. When all three primary colors are present in equal proportions a neutral color is created. Color tones that neutralize each other are known as complementary colors.

Primary Colors
All hair color, both natural and artificial is derived from red, yellow, and blue. These are called the primary colors. Blue is the coolest tone, while red and yellow make up warm tones.

Secondary Colors
When primary colors are mixed together, secondary colors are created. Secondary colors are green, violet, and orange. This gives us more choices when it comes to color.

Color Wheel
All colors in the rainbow are represented in the color wheel: red, orange, yellow, green, blue, to violet. Analyze each color pigment and become familiar with the color wheel that is provided on the next several pages.
This is important to know during the formulation process or in correcting color.

- For example, a client’s hair is processed too gold, and it needs to be neutralized. Apply a violet-based color in a similar level to neutralize the excess gold tones.

The color directly across the color wheel is the color that neutralizes or cancels that color out. For example:

- RED neutralizes GREEN
- ORANGE neutralizes BLUE
- YELLOW neutralizes VIOLET

And the reverse is true as well. For example:

- GREEN neutralizes RED
- BLUE neutralizes ORANGE
- VIOLET neutralizes YELLOW

>>Hair Levels
Hair is broken into levels to determine the color of the hair. The darkest hair color starts with level 1 with the lightest hair color being level 10. To determine the level of the hair:

- Look at the hair from the scalp to the ends.
  - Often, an individual’s hair may have two to three different levels.
- Treat each section of the hair as separate to achieve a balanced result, and to prevent being overwhelmed.
- Then, select the desired level.

The chart in the next scene shows the level change. It is important to determine the beginning or natural level.
## Level Chart

<table>
<thead>
<tr>
<th>Level</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Lightest Blonde</td>
</tr>
<tr>
<td>9</td>
<td>Very Light Blonde</td>
</tr>
<tr>
<td>8</td>
<td>Light Blonde</td>
</tr>
<tr>
<td>7</td>
<td>Medium Blonde</td>
</tr>
<tr>
<td>6</td>
<td>Dark Blonde</td>
</tr>
<tr>
<td>5</td>
<td>Lightest Brown</td>
</tr>
<tr>
<td>4</td>
<td>Light Brown</td>
</tr>
<tr>
<td>3</td>
<td>Medium Brown</td>
</tr>
<tr>
<td>2</td>
<td>Dark Brown</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
</tr>
</tbody>
</table>
**Natural Remaining Pigment**

All hair color levels have natural remaining pigments that influence the way the hair will process color. It is very important to know the natural remaining pigment to determine whether to enhance or neutralize.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>DESCRIPTION</th>
<th>NATURAL REMAINING PIGMENT</th>
<th>NEUTRALIZING PIGMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Lightest Blonde</td>
<td>Pale Yellow</td>
<td>Violet</td>
</tr>
<tr>
<td>9</td>
<td>Very Light Blonde</td>
<td>Yellow</td>
<td>Violet</td>
</tr>
<tr>
<td>8</td>
<td>Light Blonde</td>
<td>Yellow/Orange</td>
<td>Blue/Violet</td>
</tr>
<tr>
<td>7</td>
<td>Medium Blonde</td>
<td>Orange</td>
<td>Blue</td>
</tr>
<tr>
<td>6</td>
<td>Dark Blonde</td>
<td>Red/Orange</td>
<td>Blue/Green</td>
</tr>
<tr>
<td>5</td>
<td>Lightest Brown</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>4</td>
<td>Light Brown</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>3</td>
<td>Medium Brown</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>2</td>
<td>Dark Brown</td>
<td>Red</td>
<td>Green</td>
</tr>
<tr>
<td>1</td>
<td>Black</td>
<td>Red</td>
<td>Green</td>
</tr>
</tbody>
</table>
>>Developer
Developer is the oxidizing agent that is used to give lift to the hair or give it color. Each manufacture of hair color has their own system of how long and what volume of developer to use. But, in most cases, this chart gives a good example of how developer works.

<table>
<thead>
<tr>
<th>LEVELS OF LIFT</th>
<th>VOLUME NEEDED</th>
<th>PROCESSING TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>40</td>
<td>45 Minutes</td>
</tr>
<tr>
<td>3</td>
<td>30</td>
<td>40 Minutes</td>
</tr>
<tr>
<td>2</td>
<td>20</td>
<td>30 Minutes</td>
</tr>
<tr>
<td>1</td>
<td>10</td>
<td>20 Minutes</td>
</tr>
</tbody>
</table>

Types
There are two types of developers:

1. Cream: This will give color a thick consistency.

2. Liquid: This will cause color to be a bit runnier. Some people prefer to use a liquid developer because the color spreads further.

Example of a Bleach Retouch
A liquid developer is fantastic to use for a bleach retouch. Using a bottle to apply, squirt a thin line of bleach on the hair near the scalp. Flip the next section of the hair up, and use the pressure of the next section to force the bleach to spread on the roots.

Gray Hair
Gray hair is a common and almost universal sign of aging. Many men and women want to appear younger and seek color treatment to hide their loss of color. When treating gray hair, always note the percentage of gray in the hair, whether it is 25%, 50%, 75%, or 100% gray. Gray hair consists of non-pigmented hair (the salt) and pigmented hair (the pepper).
• If more white hair is obvious, the hair is usually more than 50% gray.

• If the pigmented hair is more noticeable, then the hair is less than 50% gray.

For the most sufficient, uniform gray coverage, select a color as the exact same level as the pigmented hair. The higher the percentage of gray, the more neutral tones need to be added to the formula. Gold tones cover gray at a level 8 and deeper. However, blue tones are not recommended alone for gray coverage. Unless, the little old blue-haired lady likes this!

Gray hair is covered best with 20 volume developers. To treat gray hair that is resistant:

• Pre-treat the hair with equal parts level 6 Gold plus 20 volume developer.

• Blot the formula off after 20 minutes, and then apply the regular color formula.

• To save time there are some drops called Gray Magic that help stubborn gray hair to accept color better.
  ▪ Check them out at the beauty supply store.

Lowlights
Lowlights process better with a lower level developer such as 10 volume or 5 volume. The lower level the developer used the darker the lowlights, because color is deposited into the hair with little lifting.

Note: 5 volumes can be made with equal parts 10 volume and water or equal parts 10 volumes and 0 volume.

Speed Color
There is a new product on the market for colorists called a “color accelerator” that can be found at most beauty supply stores. There are different kinds that are available that will process color in about 10 minutes under the dryer no matter what color line or developer used.

It offers many advantages:

• A colorist can remain with one client during the entire color and styling process.

• The client will appreciate not having to wait while the colorist is squeezing in another customer.

• Saves time.

• Makes the colorist more money.

• Keeps the client returning for quick services.

Remember to always do a test strand, so the correct results can be achieved.
Swatches
All color companies provide swatches of hair color. It is important to ask what the natural level was prior to coloring the swatches. The sample may be colored on a level 3, level 6, or white hair. This will make a huge difference on how the swatch will look. In most cases, but not all, the swatches are colored on a level 6 Dark Blonde shade.

Think of taking a paintbrush and painting on a white sheet of paper. The color will appear bright and vibrant. Now think of taking the same paintbrush, and painting on a black sheet of paper. The color will be dark with a splash of tint. Knowing the level of the base shade will determine the outcome of hair color.

Formulation
Okay, so now you know about color theory. Many still have questions on what level of color to use on natural or color treated hair. Remember, each color line is slightly different. It is always best to ask the manufacturer for specifics on how to color hair.

Provided is a Formulation Chart to help in selecting the correct level to use to obtain the desired hair color. For example, a client with a natural level 6 desires to be a level 9. Look under the Natural Level until you find 6. Then below the Desired Level find number 9. Place your finger on the box where the two numbers cross and it is 10+. The color should be a level 10 using 40 volume developer.
**Formulation Chart**

<table>
<thead>
<tr>
<th>Natural Level</th>
<th>Desired Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>1* 2* 3* 4* 5* 6* 7* 8 9 10</td>
</tr>
<tr>
<td>9</td>
<td>1* 2* 3* 4* 5* 6* 7 8 9 10</td>
</tr>
<tr>
<td>8</td>
<td>1* 2* 3* 4* 5* 6* 7 8 10 10+</td>
</tr>
<tr>
<td>7</td>
<td>1* 2* 3* 4* 5* 6 7 8 10+ 12++</td>
</tr>
<tr>
<td>6</td>
<td>1* 2* 3* 4* 5 6 8 10 10+ 12++</td>
</tr>
<tr>
<td>5</td>
<td>1* 2* 3* 4 5 7 9 10 10+ 12++</td>
</tr>
<tr>
<td>4</td>
<td>1 2 3 4 6 8 10 10+ 12++ X</td>
</tr>
<tr>
<td>3</td>
<td>1 2 3 5 7 9 10+ X X X</td>
</tr>
<tr>
<td>2</td>
<td>1 2 4 6 8 10+ X X X X</td>
</tr>
<tr>
<td>1</td>
<td>1 3 5 7 9 10+ X X X X</td>
</tr>
</tbody>
</table>

* Fill the hair with the desired shade’s Natural Remaining Pigment prior to color application
+ 40 volume developer recommended
++ Double 40 volume developer recommended
X Hair must be pre-lightened to achieve this

*By taking the time to really learn color theory, any color line can be used with complete confidence.*
Types of Hair Color

>>General Information
There are four types of hair color available. They are permanent, demi-
permanent, semi-permanent, and temporaries. Each has a specific function on
the hair. To go further in-depth on the study of the four types of hair color, let’s
break down each category starting with the most coverage first.

>>Using Permanent
Hair color that is permanent is just what it says it is – a permanent stain on the
hair. It is mixed using 10, 20, 30, and 40 volume developers containing peroxide.
Some color lines require the use of double 40 volume when mixing high lift
blondes. Permanent color can:

- Lighten hair
- Darken hair
- Subtly enhance hair
- Dramatically change natural color

Once the color is applied, the hair is processed and shampooed out. This is the
best coverage for gray hair, as it will cover 100% of the gray. The coverage will
last until it grows off the head or until the color is changed. A root line will then
occur with permanent color.

Duration
The time of how long the color will last also depends on the amount of damage
already on the hair. The more damage the stronger the color will grab, release,
and fade.

- Think of a sponge. It is full of holes and it soaks up water quickly and fills
up. When you pick up the sponge and press the edges, water comes out
quickly. On hair, the damage looks like tiny holes, so the color falls into the
tiny holes and fills it up.

Brushing, washing, and styling make the color release from the damaged hair
quickly. Conditioning the hair, coloring the ends with a demi-permanent color or
semi-permanent color will help control the dulling of color.

Avoiding Fade
Permanent color will fade gradually over time; the brightness will dull and the
depth will lighten. Color enhancing shampoos or shampoo for color safe hair is
recommended. To prevent color slippage, have the client:
• Use cooler water.
• Avoid the sun.
• Avoid tanning beds.
  ▪ Wrapping the hair up is okay
• Avoid hair getting in chlorine.
• Avoid hair getting in salt water.
  ▪ The salt water acts as a scouring pad and ruffs up the cuticle then color releases from the inside of the hair shaft.
• Use conditioners that will help close down the cuticles on the hair shaft and reduce the color from fading.

**With Damaged Hair**
Sometimes permanent color does not stick well to very damaged hair. This is because the hair has been over colored. When coloring the damaged hair with permanent color:

• Only the new growth should be colored.
• Then match color mid-shaft to the ends of the hair during the last 5 minutes of processing.
• If it is necessary to color very damaged ends, remember that it will grab color very intensely and a lighter shade should be selected.
• If the very damaged ends do not accept color at all, try using protein treatments everyday for three days prior to color application.

**Key Points**
Key points to remember about permanent color:

• Covers gray 100%
• Lightens hair
• Darkens hair
• Changes hair
• Can achieve subtle or dramatic color changes
• Contains peroxide
• Doesn’t wash out
• Root line shows
**Using Semi-Permanent Dye**
This type of dye only enhances the natural shade or darkens, but semi-permanent never lightens the hair. It is mixed with a special developer that does not contain peroxide. Semi-permanent color is a deposit only color. It will last several shampoos.

**Recommended For**
- Someone who is unsure of committing to the routine of constant retouches. The line of demarcation will not be present with semi-permanent hair color because it does not change the natural color. It only subtly enhances the color.
- On the ends as a refresher during the regular permanent color application. This will keep the ends looking fresh and shiny without over-processing the hair.
- Someone who is seeking gray blending—because the color slowly washes out from the hair and it allows the gray to gradually show again.
- Someone who wants to add body and texture to virgin hair without changing the natural color—because it will only last up to 12 shampoos.
- As a shine enhancer or as a sealant over a permanent color.

**Not Recommended For**
- Someone who has more than 50% gray

**Key Points to Remember About Semi-Permanent Color**
- Blends or covers gray
- Subtly enhances color
- Darkens color
- Doesn’t change natural color
- Contains no peroxide
- Washes out in about 12 shampoos
- Shows no root line
>>Using Temporary Dye
Temporary color will only last on the hair up to one shampoo. They are used to
darken the hair and often to add bright, fun colors. A variety of products contain
temporary color:

- Rinses
- Color mousses
- Spray on colors
- Hair mascara
- Color enhancing shampoos and conditioners

Temporary colors can be used to mask gray hair through a spray, rinse, or wax
form. Spray-on colors that are temporary are fun to use for fantasy styles that an
individual knows are not realistic or appropriate to have permanently. By using a
stencil on the hair, vivid colors can be sprayed in various patterns and designs on
the hair.

**Note:** Be careful not to put temporary color on overly bleached hair, as it may
stain the hair shaft for a few days.

**Key Points to Remember About Temporary Color**

- Masks gray hair
- Subtly or richly enhances color
- Darkens color
- Doesn’t change natural color
- Contains no peroxide
- Washes out in 1 shampoo
- Shows no root line

**Opaque versus Translucent**

>>General Information
The terms “translucent” and “opaque” describe how much coverage and pigment
in the hair is going to be reflected by light. By knowing the difference between the
two, the beauty professional can make a better decision when selecting what
category of color to use.
Color lines tend to place their colors in one of two categories:

1. Opaque
2. Translucent

**Opaque**
This describes color that is full coverage and full of pigment. Opaque color is used to completely cover hair.

- Think of a piece of paper. Place it in front of a dark object. The dark object should almost be completely covered and hidden from view. So the only thing visible is the piece of paper.
- It is best used on gray hair to make a full deposit on the missing pigment.
- It is also used to make dramatic changes to the hair.

**Translucent**
This describes color that allows light to pass through it and then reflects the glow. It is almost sheer. Translucent color is layered on the hair to give shine and light refraction.

- Think of a piece of colored plastic wrap wrapping around a dark object. The dark object can still be seen behind the plastic wrap but the tone is different. Multiple layers of translucent color can be added to give a more dimensional look.
- It is best used to give a hint of color or as a glaze to the hair. Toners are usually translucent colors.
- It can be used on gray hair as a light glaze to add subtle sheer color to the non-pigmented hair. It will eventually rinse out, and the original color will show through.

**Note:** The different types of hair colors were created for various reasons. Learn the reasons and then use them to make beautiful color.

This concludes Lesson 1.
LESSON 2: Methods of Application

This lesson focuses on the following topics:

- Introduction
- All-Over Color
- Highlights/Lowlights
- Fine Hair Type
- Average Hair Type
- Thick Hair Type
- Straight Hair Type
- Wavy/Curly Hair Type

Introduction

>> General Information
There are many methods to applying color. Various applications include all-over color, highlights, and painting. Let's look closely at each application method that is used in today's salons.

Different techniques on applying color have developed throughout the years, but one thing remains the same; always doing a test strand. This will determine the best outcome for the client, and identify if the customer is allergic to the product.

>> Reasons Why People Color Their Hair

- Adds shine
- Covers gray
- Lightens or darkens natural color
- Gives more depth
- Provides more youthful appearance
- Gives texture
- Makes a bold statement
• Enhances natural hair
• Adds brightness
• Disguises identity

All-Over Color

>>Why Use All-Over Color?
This is a solid look of color that is even from scalp to the ends. This technique may be used to:

• Enhance the natural color by going lighter or darker.
• Cover gray.

When used alone, it can seem a bit flat unless a gloss or glaze is used over the top for added dimension. If a few highlights are added the effect is more natural-looking. When used as a retouch, only the new growth should be covered to prevent ends from becoming damaged and eventually not holding color.

>>Techniques
Here is a list of techniques for the all-over color application:

• Virgin retouch
• Retouch
• Break the base
• Toner

Virgin Application Step 1
When virgin hair is being lightened, apply the color ½ inch away from the scalp area, as seen in this photo. However, if the hair is being matched or darkened, apply the formula from roots to ends.
Virgin Application Step 2
When the hair at the scalp is almost the desired level, apply a fresh batch of color on the scalp area. Process the color the full amount of time.

>>Break the Base
Often referred to as “taking the edge off the roots”, break the base is a great up-sale to highlighted clients in the following way:

- A color is selected that is two shades lighter than the natural color.
- The color is applied to the scalp.
- The color is processed between one to five minutes.
- The hair is shampooed and conditioned.

It is important to make sure not to overlap onto freshly colored hair. Break the base is a great way to make extra money in the salon because it is a quick service that gives a beautiful blended effect to the fresh highlights while taking the edge off the root area. Plus, breaking the base will extend the life of the color by hiding the roots longer.

Quickly apply color on the roots, and process for one to five minutes.

Before
Here is a client with highlights and lowlights. Her hair is pretty, but her roots stand out too much.

![Before Image]

After
After breaking the base, the roots do not have as much edge to them and the color blends nicely with the highlights.

Toner is applied all over to the hair after hair coloring or as a glaze to enhance the natural color. After the toner is massaged into the hair and processed, the hair is rinsed and shampooed.
Here are some important facts about toner:

- It can be applied to damp or dry hair.
- The more water that is left in the hair, the more diluted the toner will become.
- The development time varies dependent upon the desired results.
- Toners will last in the hair about 4 to 6 weeks.
- Toners in clear can be used to give shine and texture to any type of hair.

>>Applying Color with a Bottle
When applying toner or break the base:

1. Use a bottle to apply color.
2. Use quick push/pull movements with the bottle near the scalp area.
3. Then, take hands and massage the color through all the hair.

Highlights/Lowlights

>>General Information
Highlights and lowlights offer more choices in application methods. Lowlights consist of coloring small pieces of hair darker. Highlights are used to create natural looking multi-dimensional hair color that can be bold or subtle.

Look at the different mediums that can be used to create highlights and lowlights:

- Cap
- Foil
- Paper
>>Cap
Pulling the hair through a cap was the first method associated with highlights or “frosting” and “tipping.” A plastic or latex cap is placed on the head and secured. A crochet needle is poked in the cap and small strands of hair are pulled out. Once the hair is pulled through, color or bleach is then applied all over the cap and processed. The cap is left on while the color is rinsed and shampooed. Then the cap is removed once the desired color is achieved and the entire head is shampooed.

Some Disadvantages When Using Cap Highlighting

- Cap highlighting is less structured and the results often vary because it is difficult to have any kind of order to the highlight.
- Hair that is pulled through the cap may be coming from the sides when it is meant to come from the top.
- May result in over processing the ends of the hair, because of applying the color from the roots to the ends over and over.
- This application is not recommended on long hair because tangling will occur.

Cap Step 1
After securing the cap snugly, take the needle on an angle and puncture a small hole. Capture a small amount of hair with the hook.

Cap Step 2
Pull the hair through the tiny hole. Once all the highlights have been pulled through the cap, lightly comb the hair, and apply the color. For retouches, only apply the color at the new growth.

>>Foil
Highlighting the hair using foil is the most popular way to color the hair. Foil acts as a barrier to other hair and prevents color from touching other hair strands.

Some advantages to using foil:

- It is a great heat conductor for color, so the process goes fast.
- It can be used for retouching new growth or for pulling color to the ends.
- Lowlights using the foil method look very natural and dimensional.
- Any length of hair can be foiled.
- Multiple colors can be used at once giving dramatically different results.
When using foil, make sure to do the following:

- Keep the foils secure in the hair.
- Check the foils prior to rinsing the color.
- Use very little product to prevent bleeding of color along the new growth.
- Use different colored foil to differentiate between the various colors placed on the foil.
  - This will make it much easier to know what foils contain the highlights or the lowlights.

**Step 1**
Take a small slice of the hair. The larger the slice, the further away from the scalp the foil can be placed. Too large of a slice will make the hair look as though it still has roots.

**Step 2**
Weave the end of the comb through the hair to pick up small sections of the hair.

**Step 3**
Bend a piece of foil over the comb, with the flap going away from you and towards the client.

**Step 4**
Secure the foil under the section that was woven. Be sure it is forced to the scalp, and held tightly in place.

**Step 5**
Paint color on with a brush close to the scalp. Remember to leave a little space between the scalp and the start of the color, because color heats up and expands. This will keep the color from seeping out of the foils.

**Step 6**
Bend the foil up to the scalp area.

**Step 7**
Look under the folded foil to see the flap. Position the comb at the scalp line and bend the foil back over the comb. This will make the foil secure and not slip.

**Step 8**
Place comb on the outside of the edge of the woven hair, and bend the foil towards the center.

**Step 9**
Repeat Step 8 on the other side.
Step 10
With good foil placement, hair will be colored in a consistent fashion without slippage or bleeding.

>>Paper
Some prefer using paper for highlights. The process is very similar to foil. Once again, selected pieces of hair are placed on the paper side of the paper—the other side is wax. This will make the color stick better to the paper. The hair is processed naturally or with heat, and then the paper is removed prior to shampooing.

Some advantages to using paper:

- Results are more accurate and even.
- Great to use on any length of hair.
- The white color displays a clean backdrop to the processed hair.
  ▪ This is better for determining the correct color result.

Note: Remember, the more color used the heavier, the product becomes on the paper and causes slipping and bleeding of color on the hair.

Paper Step 1
Take a small section of the hair, and weave out the desired amount of hair.

Paper Step 2
Place hair on the papery side of the paper so that the color will stick better to the paper. The wax side should be facing down against the other hair.

Paper Step 3
Apply color onto the hair and paper. Use less color to prevent the paper from becoming too heavy with the product.

Paper Step 4
Bend the paper up towards the scalp and press lightly on the color. The color will secure the paper in place.

>>Painting
Painting is the most creative way to enhance color in the hair. It refers to when free hand strokes of color are applied to the hair in an abstract arrangement. It can be applied with the following:

- Brush
- Tissue
• Sponge
• Airbrush
• Any other creative device

Techniques using painting include the following:

• Baliage
• Shoeshine
• Stenciling

>>Baliage
This is defined as the application of color using small brush strokes directly on selected pieces of the customer’s hair. Baliage is great for retouching and for highlighting men’s hair because color can be specifically placed exactly where it needs to go. When using this technique, the salon professional should use a color that is a shade or two lighter than the original formula.

The process of baliage:

• The hair is clipped up and the process begins at the scalp and painted down.
• The next section of the hair is dropped down lightly over the baliaged pieces.
• When too much color is used then the effect turns muddy or over colored.

Baliage Step 1
Clip off a section of the hair to reveal the area to be colored. Brush hair smooth.

Baliage Step 2
Load the brush with lightener, hold the hair firm, and quickly stroke the hair with the color brush.

Baliage Step 3
Look at the placement of the painted piece to determine where to place the next baliaged piece.

Baliage Step 4
Drop the next section lightly on top of the previous section and repeat.

>>Shoeshine
Another method of coloring the hair is called the shoeshine and is similar to buffing. Place color on a sheet of paper or foil, and then lightly buff the hair with
the sheet. Color hits on the high spots of the hair and deposits a fun and natural sheen of color.

This technique looks best on clients with shorter hair:

- That want some brightness.
- Because it will prevent the “tiger-stripped look” that short hair gets when it is highlighted.

**Shoeshine Step 1**

This client has a modified Mohawk, and wishes to have a splash of color here and there. Take a piece of foil and paint the desired color onto the foil.

![Image of a person with a hair color treatment]

**Shoeshine Step 2**

Buff the tips of the hair with the color using the foil. This is a fun, creative way to add tips of color to short hair without a huge commitment to color. Plus, it is a great way to earn extra money from men clients.

**>>Stenciling**

This is a fun and creative way to add temporary coloring to hair. Various colors can be used to create any kind of design. Always apply stenciling onto clean, dry hair with one hand and use the other hand to spray colored spray from either an airbrush machine or a temporary hair color spray can onto the stencil. Then, remove and wipe the stencil clean.

Different types of stencils that can be used:

- Pre-made
- Hand made
- Patterned wire
- Chicken wire
- Lace
• Free hand
• Sponges
• Any other creative device

To add some sparkle, dip damp sponges in extra fine glitter and place quickly on the hair. This will leave a light dusting of shine in the desired locations.

**Stenciling Step 1**
Start with clean, styled hair. Have the client select the pattern and color.

**Stenciling Step 2**
Place stencil or any type of design on top of the hair and hold it very still.

**Stenciling Step 3**
Spray on temporary color onto the pattern, being careful not to overspray the section.

**Stenciling Step 4**
Carefully, remove the stencil and allow the temporary color to dry.

**Stenciling Step 5**
Once hair is dry, have the client shake their head to separate the temporary color or leave it as seen in Step 4.

*Trying new techniques will show clients that you stay current on the latest trends. They will respect you more as a true professional.*

**Fine Hair Type**

>>**All-over color**
Fine hair individuals love to have color in their hair because it gives more volume. Remember to select a shade that is going to enhance the thickness of the hair. Darker shades give more depth.

Beware:
• Fine hair processes at a much faster rate and has a tendency to absorb color.
• Fine is more sensitive to high volume peroxide, thus causing breakage.
• Avoid using bleach or ultra-lifting blondes because this may cause breakage, too.
>>Highlights/Lowlights
Fine hair people like to see various shades in their hair. Adding highlights or lowlights will enhance the final result of multi-dimensional hair color. Placement of the foil is critical for fine, thin hair. Be sure to leave lots of space between each foil to keep the highlights looking like highlights rather than an all over color. Highlights are great to use alone on fine hair. This will add a volume, and the breakage is usually kept to a minimum.

>>Baliage
Most fine hair people already have breakage, meaning the top section of the hair is often shorter than the hair underneath. The baliage method of gives a uniform appearance to the hair. This also works best for men with the beginning of male pattern baldness.

Note: Remember to use less color and streaking on fine, thin hair.

Average Hair Type

>>All Over Color
A client with an average density of hair can do almost anything when it comes to color. These are our ideal customers. All over color can be applied as normal, as well as formulating remains consistent based on the amount of pigment inside the hair.

>>Highlights/Lowlights
Multidimensional color can be done easily by placing the foils in a creative manner. Remember that the hair closest to the face is finer than anywhere else on the head. Take this in consideration when placing high-lift blondes or bleach near the frame of the face, damage may occur.

>>Baliage
Fun, creative color can be done with baliage. Formulate a thicker consistency but with a higher volume developer, this will give more control to the product while giving better lifting action. Once again, remember the rule that the hair around the frame of the face is finer. Remember to formulate and apply with caution in this area.

Thick Hair Type

>>All Over Color
Be prepared to mix and use lots of color on a client with thick hair. No matter how moisturized the hair may feel, thick hair absorbs the color that is applied. Many times someone with thick hair has coarse hair texture and more resistant to the color process. Thick, coarse hair will also take a much longer processing time.
>>Highlights/Lowlights
Highlights and lowlights can easily be done on thick hair. Remember that fine weaves have a tendency to get lost in the hair, so consider using a thicker weave or slice. Because thick hair can become unmanageable during the foil highlighting process, stick with doing partial or mini-highlights to cover the surface layers of the head.

>>Baliage
Doing baliage on a client with thick hair may achieve a more creative and dimensional result. Thick, coarse hair has a tendency to carry more pigment in the hair, so a higher volume of developer may be needed to achieve a lighter result. Thicker hair can handle damage easier, yet still refrain from over processing this hair type.

Straight Hair Type

>>All Over Color
Naturally straight hair reflects light more brightly because the cuticle layer of the hair lays down smooth, so straight hair appears shinier. Chemically processed hair can have multiple levels of shine based on how well the cuticle closed down after a chemical treatment. Any part of the hair where the cuticle does not lay down does not reflect light and appears rough. Think of a roof that has been in a windstorm and a few shingles are lifted up.

Things to remember about applying all over color:

- Any residue hair color or overuse of hair product that coats the outside of the cuticle layer of the hair prevents light from reflecting brightly.
- It is important to rinse color completely from the hair, use cooler water, and not over process the hair.
- Putting a toner or a gloss treatment over the selected hair color will give more shine and natural appearance.

>>Highlights/Lowlights
Thinner highlights are recommended for straight hair to give a truly, natural look. By placing small thin weaves, hair looks more blended. If an all over color is done during highlights, light reflects off the highlights and prevents the dull, matte look that may happen during single process color.

>>Baliage
Baliage looks great on straight hair. Each streak can be seen exactly where they are placed. Keep the color or bleach thick to avoid bleeding onto the surrounding
hair. Watch carefully during the processing time to make sure the baliage pieces do not melt and slide all over the other hair.

Wavy/Curly Hair Type

>> All Over Color
Light reflects off the highest point on wavy hair. Also, when hair bends, the cuticles lift up. This causes light not to reflect on the points of the bend in the wave. Curly or wavy hair usually looks duller than straight hair because of this way that the light reflects off the bends on the hair shaft.

Remember:
- As curly or wavy hair is colored, the hair will still look drier and duller.
  - Select a color that will enhance shine gold reflects the light better than other colors and something with moisturizer.
- Bleach is not a good choice for super curly hair, since it is very fine and will break easily.
- Be sure to follow with a gloss or shine enhancing toner, and then provide a deep conditioning treatment.

>> Highlights
Highlights on wavy hair should be done in a medium weave, whereas highlights on curly hair should be done on a thick weave pattern. The reason for doing a medium to thick weaves on wavy to curly hair is because of how the light hits the waves and reflects the color. Thin weaves in curly hair makes the highlights disappear. However, when curly hair has thick or chunky weaves then the eye can see the individual highlights.

>> Baliage
Prior to doing a baliage service on the client, straighten the hair, because the success of the application will improve. Once again remember to make the color or bleach thick enough to prevent melting into the surrounding hair. It is best to avoid doing a baliage service on someone with extremely tight curls as the streaks may blend away into the mass of curls.

Straight Hair
On straight hair, closely weave the hair in each section. Less space in-between the weaves work best to give a more natural look to straight hair.

Wavy Hair
On wavy hair, weave the hair with a heavier weave pattern for each slice. This will allow the highlights to appear more visible in wavy hair.
Curly Hair
After straightening the hair, take chunky weaves from each slice. Once the hair is dried curly, the highlights will look very natural, and will not become lost as they would if the weaves were too small.

This concludes Lesson 2.
Lesson 3: CONSULTATION & CUSTOMER SERVICE

This lesson is focuses on the following topics:

- Be Prepared for a Consultation
- Listening
- Consultation
- Recommending Retail

Be Prepared for a Consultation

>>General Information
Coloring a client’s hair calls for a thorough consultation. A pleasant experience for the client begins with clear communication between the colorist and the customer. Do the best to be professional. Professionalism will help the client to have more confidence in a colorist who knows what he or she is doing.

>>Fashion Attitudes
Observe the client’s fashion attitudes.

- If the customer is professional, consider more neutral or natural colors.
- If the client is edgy, consider more creative colors.

Every client wants to hear a colorist’s opinion on what shades would look the best. Keep in mind the client’s lifestyle when making suggestions. Change is hard for some people, so keep the suggestions conservative. At a later time, add a new color or change the base shade. By continuously making updates to clients, it will keep them looking current and wanting to return for the latest look.

>>Evaluate Natural Features
Evaluate the client’s natural hair color, skin tone, and eye color. Take the time to really look at the client’s features. It can help in determining the best color tones to use.

- What is the client’s natural level?
- What tone is the client’s natural hair?
- What is the natural remaining pigment to this hair level?
- What is the color tone of the client’s eyes?
- Are there streaks of warm tones or cool in the client’s eyes?
This a great way to determine highlight shades. If the client has blue eyes, then the color formula should be cool toned. If the client has green eyes, then the color could be cool, warm, or neutral. This is because blue cool and yellow warm make green. Brown eyes can be warm or cool toned. Just look closely at the specific color.

>>Lighting
View the client in the natural light. Many times salons or spas are equipped with poor lighting for color. Different types of lighting give different reflections:

- Overhead lights may be fluorescent which will give a blue tinged reflection.
- Incandescent lighting, usually light bulbs, will give a reddish appearance.
- Tungsten lighting will give a golden appearance.
- A cloudy day will give a bluish appearance.
- Natural daylight will give the best and truest tone of white or a standard color.
- Now there are white lights available to replace all the lighting in the salon.

Also consider the paint color in the consultation room. The best wall color is white that prevents color from reflecting onto the client’s skin tone, hair, and eyes. It is okay to take the client to a different part of the salon or spa for formulation. Take a small hand mirror and point out the difference to the client, so they understand you are an expert on color. By performing this simple step a client will turn into a repeat customer, because they want to go to the most knowledgeable colorist in town.

>>Sample Photos
Pictures can take the guessing out of incorrect usage of color vocabulary. Many times a client will say she does not want any red in her hair. However, the photograph actually shows gold tones rather than red. Here, a picture makes a huge difference in what color will be applied.

Listening
It is important to listen to the client because their thoughts and comments are very important to getting the desired shade. We have so many things on our mind that we may not hear what the client has said. Probably not, but it is not our fault. Listening is a skill that can be learned, but may have never been taught. Well, isn’t it about time to learn about listening?
>>Research

- We spend more time listening than any other communication activity.
- Even immediately after hearing a message, we forget about 50% of what we just heard.
- At any given time, only about 20% of a speaker’s audience is actually paying attention and only about 12% are engaged in true active listening.

>>Differences between Listening and Hearing

- Listening is very active, while hearing is very passive.
- Listening is a learned ability, hearing is a reaction.

>>Types of Listening

Pseudo Listening
Fake listening, pretending to listen when you really are not.

Selective Listening
Tuning in to those parts of the message you are particularly interested in but missing other things.

Silent Arguing
Finding flaws in what the speaker is saying and arguing about them in your mind.

Premature Replying
Listener jumps to conclusion and readies a reply without listening to the full statement.

Sidetracking
Speaker mentions some experience and you begin to recall a past experience triggered by the statement.

Ambushing
Listening with bias to the speaker’s message so you can use his/her words against him/her.

>>Reasons Why We Do Not Always Listen Effectively

P reoccupation
We have more important things on our minds.
Rapid Thought
Your brain is capable of understanding speech at up to 600 words per minute but the average speaker only speaks at 100 to 150 words per minute, so your brain has all of this spare time to use for other things.

Lack of Skills
Listening is learned but most people have never had any formal training in how to listen effectively

Speaking Seems to Have More Obvious Advantages
If you are speaking, you can impress others, show your expertise, control the conversation, etc.

External Noise
Others talking, office machines, TV, radio, etc.

Physiological Noise
Deafness, speech impediments, fatigue, etc.

Psychological Noise
Anger, depression, etc.

>> Three Types of Listening

1. Informational
2. Evaluative
3. Listening for Help

1. Informational
The object is to get the information that the speaker has and to get it as thoroughly and accurately as possible. They have it and you need it!

Example: Classroom, training classes at work, coordinating schedules, client home care routine

Skills to develop to become a good listener:

- Listen more and talk less.
- Listen for key ideas.
- Take notes, outline the speaker’s message.
- Be opportunistic: find something in the message you can use to your benefit, even if it’s boring.
- Ask questions.
- Paraphrase
• Get rid of distractions.
• Use a formal, upright posture.

2. Evaluative
We do this when we are listening to information so that we can use it to make a decision that something is good or bad.

**Example:** Deciding what type of treatment and product fits the client’s need.

Skills to develop to become a better listener:

- Examine the credibility of the person giving the information
  **Example:** Are they educated on the subject; are they ethical; are they biased?

- Examine the information/evidence
  **Example:** Ask when it was done, by whom, and under what conditions. What were the variables? Does it apply to my decision?

- Recognize and differentiate between logical appeal and emotional appeal
  **Example:** Logic appeals to reason, logic, good sense. Emotion appeals to self-concept, specifically the presenting yourself and your heartstrings.

3. Listening to Help
This is the type of listening we do when people come to us with their problems.

**Example:** Hair not working correctly, unpleasant experience in the salon, product questions

Skills to develop to become a good listener:

- **Advising:** Giving the other person a course of action to take, telling them what to do to solve their problem.

- **Analyzing:** Helping them answer the question “why” so they can look at reasons why the behavior might have occurred.

- **Judging:** Evaluating the speaker and their situation.

**Consultation**

>>**General Information**
After analyzing the hair and listening to the client, it is time to make recommendations to the customer about color and retail products. Make the client feel special and understand what will be taking place.
Here are some suggestions for having a great consultation:

- Sitting and making eye contact with the client shows that there is special attention given rather than looking at a reflection in a mirror.
- Ask them to describe what they like and dislike about their hair, skin, or nails. Then ask them how it makes them feel. Ask them about their expectations from the visit.
- Listen and observe everything.
- Gather magazines and select styles both that they like and dislike, and to ensure more predictable results.
- Repeat back to them what they say they want. This is important to make sure that the service about to be performed is approved by the customer and will minimize any re-work or disappointment.
- Recommend products that will be used during their visit. Get the products out on the station. Even putting the products into their hands will make the experience different from other places.

>> Other Services
Up-sell other services at this time. Offer conditioning treatments to compliment a color service. Let the client know that the treatment will help seal in the color, making it last longer. Up-charge $20 to $60 for this service. Be upfront about all charges before any services begin. It is very important to surprise the client with excellent customer service, not the bill! Tell the client the game plan. By letting them know every step, they will feel more comfortable knowing what to expect.

Offering these additional services can add $10 to $100 per ticket instantly. You can add $15,000 to $25,000 per year to your income just by asking. And, your clients will thank you for it.

Follow the example below:

“First, we will have you change into a smock. Be sure and remove your blouse so that I won’t get color on it. Come back to this station and I will meet you here. I will mix up color right now. After we apply the color, you will process for 10 minutes, and then we will shampoo you. We will shape your hair, blow-dry it and I will teach you how to style it using the products I recommended.”

>> Personal Attention

- If they are receiving a hair service, guide the client to the changing room to put on a smock. Let them know to return to the station after they are finished. Many times a client is unsure if the stylist is going to guide them back, and wanders the salon.
• If possible, get them something to drink or a magazine.
• Be prepared with all the items you need to perform the service.
• Remember to have the temperature of the room set a little warmer than normal, because your client is sitting or lying idle and they will get cold.

>>Client Card
Have the client fill out a client card for marketing and self-promotion reasons. Be sure to record the following pieces of information:
  • Full name
  • Address
  • All phone numbers
  • E-mail
  • Birthday
  • Job
  • Children
  • Vacations

List all formulations as well as any information about the client as a reference guide. So that when they return, a conversation will be easy and the client will be impressed with your great memory. Make a copy of the client record on a home computer, and keep a hard copy in a safe place away from the salon. Update the records as often as needed.

Treat every client like they are the most important celebrity. The job here is to give the best customer service. The greatest thing about customer service is that it does not cost a penny.

Recommended Retail

>>General Information
Recommended retail is a great way to increase income and help the clients maintain their fresh color at home. By presenting products in a professional manner, everyone will feel comfortable and more open to the option of purchasing retail.

>>What Is Retail?
Retail is defined as anything that is sold from the salon or spa. It can include accessories, and tools. Shampoo, conditioner, sculpting gels, facial products, make-up, nail polish, body lotions, and creams are all considered retail products.
Accessories include items such as jewelry, purses, candles, and other trinket-type items. Even gift certificates are considered retail.

Curling irons, blow dryers, flat irons, combs, and brushes, are all considered tools not retail.

*Keep the commission by completing the sale. Extra money is always nice.*

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**>>Economics of Retailing**

All commission salons expect a percentage of retail sales from each employee. Usually these types of salons expect you to sell retail products about 20% of your total service dollars. The more retail you sell, the higher the commission check. Productive sales in the retail area can generate extra income for both the individual and the salon that can be used for:

- Rent
- Additional education
- Bonuses
- Shows
- In-house education
- Parties

*Make your work environment better through retail sales.*

Product companies want to help increase your commission by providing free products to sales people for use on clients and for personal use. A few high-end product companies even track retail sales and offer free trips to major cities for continuing education.

*Note:* Remember to use your additional income to invest in yourself, your business, as well as reward yourself.

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**>>Retail Benefits Clients**

Professional retail products directly benefit your clients for two main reasons:

1. The products are made with the best possible ingredients.

   Regular products found in many supermarkets and stores have harsh ingredients that strip the hair, skin, or nails of their natural oils and color. After spending a small fortune to look good after a service, it would be a waste to lose the look because of a cheap product.

2. The second benefit for clients is professional products are concentrated for longer use.
Suggest to the client that it is better to use small amounts of product because of its high level of concentration. Sometimes adding more water will make the product move easier and reduce the amount of waste. The high level of concentration does make the product more expensive, but one bottle will last two to three times longer. So it’s a much better buy for the money.

>>The Secret to Selling Retail

Some stylists have mastered the art of sales, while others still search for the secret. Increasing your retail sales takes three simple steps.

1. Researching Products

- Learn each product in every line
- Know how the active ingredients work
- Know who should use it
- Learn when and how to use each product
- Review accessories that are offered

2. Using Products

- Try products at home
- Work with tools daily
- Wear current selections of accessories
- Know how products can be used
- Experiment for alternate uses

3. Recommending Products

- At the beginning of the consultation, sit down and look at your client in the face.
- Touch hair, skin or nails, for which the service will be performed.
- Determine the best style and explain steps to achieve the look.
- Review current products client uses at home.
- Ask your client what they want their products to do.
- Set out all products that will be used for entire length of service.
- Throughout their visit, teach the customer about the following:
• The active ingredient in the product.
• What the product will accomplish.
• How to use the product.

- Take the client to the retail area and show him or her where each product is located, making him/her feel comfortable for future shopping.
- Set all products at the front desk.
- Tell the client that these are all the products used to achieve the desired look.
- Hand the client samples.
  - Samples are a great way to build business.
  - If the manufacturer doesn’t offer samples, make your own using small containers with labels.
- Write down all products used on the client on a recommendation card, as well as the next appointment.
  - Clients will find value in the personalized card, and it reduces the chance of being thrown away.
  - The card acts as a reminder of the next appointment, products, and most importantly, you!
- Put a sticker with your name and number on the back of every product sold as well as the samples.
  - This reminds the client repeatedly where he or she got the product and how much you cared in selecting it.
Lesson 4: CHECKING OUT

This lesson focuses on the following topics:

- Closing the Sale
- Appointments
- Be a Professional
- Continue Your Education
- Keep Up with Technology

Closing the Sale

>>General Information
It is time for the client to leave the salon. If the level of customer service was at 100%, the client will feel like a celebrity and want anything else offered. This is the time to conclude the retail sale and set up the next appointment. This is also a time to display extra care and high quality customer service because this is when the customer will decide if he or she will return again.

>>Products
Gather all the products used for that day and place them on the front desk. Talk the client through each one and how it was used. Tell the client that there are three must-have products and pull them off the shelf. Whether they purchase retail, be sure to always give a client a sample packet if it is available.

Samples of products offer many advantages to both the customer and the salon professional:

- Samples are great to travel with.
- Samples allow the client to figure out which product is best for their hair type.
- When a customer takes home a sample, it is very likely that they will purchase it on their next visit.

Finally, introduce the client to the receptionist who will be closing the sale. Give the client a business card with the future appointment and a few extra cards. Explain that the extra cards are for friends or family who need a colorist and referrals are a big part of business in the salon. Most importantly, shake hands and tell them how much you’ve enjoyed working with them and how much you’re looking forward to seeing them again.
Appointments

>>Booking Next Appointment
The most important factor in retaining clients is booking their next appointment.

- Tell, don’t ask, them when. Let them know that you book up in advance and the chances of getting in next time at the last minute are very slim. Start out by saying: five weeks or six weeks, Tuesday or Wednesday, morning or evening, 6 or 7 p.m., highlights and a haircut.

- Some clients will say they do not have their schedule in front of them and are not sure of the dates. Let them know that it is safer to schedule anyway, and they can always call back if it doesn’t work.

- Move the time closer than further out because you would rather see your client ten to twelve times a year instead of eight. Increasing the amount of visits can generate an extra $10,000 to $20,000 per year.

>>Confirm Appointments
Call to confirm the appointment the day before. Do this yourself. The more customer contact, the more connection with better customer service and more likely they will be able to remember you.

Follow the checklist on what to say when confirming an appointment.

- “Hi, this is *Your name* from *Salon name*”
- “Calling to remind *name of client* of their appointment”
- “For tomorrow, *date and time*”
- “If you have any questions please call *number*”

>>Extra Attention
Clients who experience excellent customer service walk away with an uplifted feeling. The client will feel special and rejuvenated and will look forward to returning to the business. Just a little extra attention at no extra cost will build a huge clientele and put lots of money into your bank.

*Good customer service is key to building a large clientele. Treat every client like a celebrity and they’ll keep coming back to you*
Be a Professional

>>Look Professional
If you are in the style business, you have to look like it. Your personal appearance, style, and hygiene all make a statement about you. That statement has to be that they can trust you to make them look and feel great. And if you don’t look the part, you can’t make that statement.

It is critical that you know your clientele. If 90% of the people walking in the door are the edgiest style people in town, then your personal style should be edgy, too. But the truth is that less than 5% of the population dress or wear their hair similar to what you see at hair shows. That means 95% of the population are a little more conservative.

Take a real look at your clientele. Are they business casual or do they have an alternative style? Either way, dress similar to the types of clients you wish to have as your main clientele base. Yes, you are in the fashion business and your own style needs to reflect current fashion but your clients want to do business with someone they can relate to.

*When you look good, you feel good.*

>>Be On Time
Having a reputation of always being late is not very flattering and it is disrespectful of other people’s valuable time. You can’t depend on the staff to announce when your client arrives, because they get busy and might forget. It is your job to be ready for the client’s arrival.

If you are running late:

- Call ahead to let the client know you’re running late. This way the customer can stay at work longer and won’t get upset wasting time sitting in the salon.
- If the client has already arrived, politely let them know if you’re running behind.
- Offer them a drink or try to find someone in the salon to keep them occupied.

>>Make “Appropriate” Conversation
Topics of conversation with clients should be focused on them. Find out what the customer is interested in and make sure you know enough about it to ask intelligent questions. Talk about happenings in your community and the world. Remember to avoid the topic of politics and religion. Keep the conversation focused on the client since it’s their best subject!
More than just you and your client can hear conversations. Steer clear of inappropriate conversations, like sex, drugs, drinking and wild activities. Talk about services you perform or other services available in your salon or spa. Discuss retail or tools that will help them achieve the best results.

>>Get Involved in the Community
Get involved in something you enjoy. Whether you like to work out, play sports or participate in church activities, stay involved on a regular basis. This is an excellent source of potential clients. Partake in several different clubs or community groups, because the more variety increases exposure to additional people.

Use these activities and events to promote yourself and your work:

- Talk positively about your job, and let everyone know that you are in the business of beauty and wellness.
- Truly care about others and their needs.
- When they ask for your opinion on what would be best for them, answer, “Let’s look at my schedule and find a time for you to come in for a consultation. I want to give you the best possible suggestion, and I need to be in an environment that supports that.”
- Always carry business cards for these occasions.

Continue Your Education

>>Importance
Regardless of the number of years in the industry, everyone should receive some form of continuing education. Although most states do not require additional education past licensing, keeping up with the most current trends and techniques is necessary to develop a successful career.

There are endless opportunities to find education locally, nationally, or internationally.

>>Gather Knowledge from within Your Salon
Several salons offer some sort of in-house education. Whether it’s for a structured apprentice program or weekly meetings with education for the entire salon, talented individuals are available on a daily basis to share ideas or instruction. Learning at least one thing from every member in the salon can improve skills and understanding.

- Ask for a copy of the salon education calendar.
• Shadow every person in the salon, then imitate the best qualities and use the information you learned.
• Practice on mannequins during down time.
• Watch videos of current trends.
• Ask questions.

>>Distributor Companies / Beauty Supplies
Local distributors or beauty supply stores will inform salons of upcoming educational classes on color and products that correspond with items that are for sale. Usually the classes are small and taught by local beauty professionals from that state, which is better for more individualized instruction.

• Pick up class schedules at beauty supply stores.
• Sign up and prepay for the class.
• Ask questions at appropriate times.
• Look for specials for class discounts or product discounts when buying or attending specific classes.

>>Product Companies
Large product companies have two ways of providing education.

1. Product companies provide in-salon education through sales representatives or educators. They will come to the salon and provide information about products and usage. This private interaction between small groups is wonderful to obtain answers and to gather more detailed information. Having master classes in the salon that is taught by someone from the outside will have better results. Almost always, these classes are very structured and are better received. Volunteers or mannequins are used to show the transformations. Samples or free products are usually given to those who attend the class.

• Request a class through the salon manager or owner.
• Keep a pen and paper handy to take notes.
• Ask questions.
• Read the information packets provided.
• Let others volunteer to receive the new services offered in the class; instead use the time to pay attention and learn.

2. By Hosting Local Education. These usually take place at a hotel or conference center. The classes are large and seating is limited. They are
always oversold, so arrive early for best seating. The class is for demonstration purposes and typically offers no question and answer opportunity. The level of instruction is high because the companies will spend a lot of money on well-known educators, production equipment, and a location that allows for a beautiful presentation. The classes are great for inspiration.

- Look for fliers around the salon that identify the next class.
- Call product companies directly for their schedule.
- Check the Internet for class locations.
- Sign up early for best pricing ticket prices increase as the date gets closer.
- Arrive early for the best seating.
- Bring water and a snack classes are usually all day.
- Have pen and paper for note taking.
- It is okay to stay after to ask questions to instructors.

>>Beauty Shows
Beauty Shows offer a wealth of information and motivation for everyone. Using shows as a form of reward is beneficial in two ways.

1. Attending a show is very motivating and a way to recharge. Learning new information is inspiring to the creative senses. A chain reaction occurs when something new is introduced. Imagination explodes as the new teachings spark additional ideas.

2. Exposure to other salons, personalities and products is a huge reward. All too often, people go through life in a small bubble. They do not venture out to gain the wealth of knowledge or try something new. Opportunities are endless when we look at the whole world as a stepping-stone to the next level.

It is important to attend shows with an open mind. Listen and watch the successful presenters. Look for qualities of leadership, professionalism, and confidence. Take what was learned from the industry leaders and mimic those positive traits. Seek out the newest products and tools. Buy them and try them. Experience new techniques. Talk to people from various backgrounds in the industry, and seek to develop a creative style from exposure to various educators and different products. Why stagnate in the small pond when swimming in the ocean is a whole new level of excitement and knowledge?

- Look in trade magazines for the next show.
• Search the internet for detailed information about shows.
• Ask distributors about large educational shows.
• Talk to other stylists about which show they recommend.
• Order show ticket, airline ticket, rental car and hotel on the same day. Discounts are offered to most group events at hotels and airlines. Get information about participating accommodations from the show or conference sponsors.
• Look at the show schedule and pick classes ahead of time.
• Allow for free time to shop vendors at the show.
• It is okay to attend the show in a group, but break away at some point to gain new experiences and learn at your own pace.
• People-watch at the show. Who looks successful? What are they wearing? Think about how the show attendees and the platform artists compare and differ in their clothes, confidence and clientele they serve.

Take to the show:

• Pen and paper
• Water
• Snacks
• Money
• Comfortable clothes and shoes
• License and photo ID
• Business cards

Keep Up With Technology

>>Types of Technology

Computer
Learn how the computer at the salon works. If you are not familiar with computers, take a class at a community college or training. And while you are there, try to get a few clients from your fellow students.

PDA
Learn how to use a Personal Digital Assistant, commonly referred to as a PDA. This is a great place to keep your appointments and client information.
**Digital Camera**  
Purchase a digital camera because it is great to use for before-and-after photos and when brides come in for a practice run prior to their wedding. You can instantly show the bride what the selected style will look like from every angle. This comes in handy when booked with several brides.

*Staying current with technology keeps you on the cutting edge.*

**>>Knowledge Is Power**  
Knowing what your paycheck should be will keep you from losing money from poor accounting on the salon’s part. Keep up with all the income you have earned by recording the information daily.

On the Expenses worksheet, record all your expenses. Keep the receipts in an envelope in a safe place. It will save you time and energy when taxes need to be prepared.

**>>You Can Create Your Dream Life!**  
Beauty industry professionals are exposed to hair color from the beginning of Beauty School. Some have more extensive lessons and theory classes on hair color than some. Others pick up the art from watching color specialists in their salon or spa. Finally, advanced education at trade shows, manufacturer classes, and in salon training offers more knowledge on the basics of hair color. So after learning how to do hair color correctly, take the time to experiment and try the new techniques. This will keep the current trends and techniques fresh. Most of all, practicing won’t go in one ear and out the other.

You can build a great career if you take the suggestions in this book and run with them. You will have to be patient, because success does take time. Honestly, give yourself three years to see life-changing results. Since achieving your full vision doesn’t normally happen overnight, you will need to take baby steps to take you from your current situation towards your goal. Stay confident in your abilities, act like a professional and be consistent.

You have chosen a great industry, where income potential is unlimited. I believe you can do anything you are passionate about. The time to start a successful career is now. Good luck and may all your dreams come true!

This concludes Lesson 4.

**Return to your online course player to take the Final Quiz.**