

HJ

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INSPIRING TODAY'S HAIRDRESSER

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WELCOME

Sometimes there's no better way to get inspired than stepping outside of your everyday life. That was certainly the case at Wella's Business Network Live which made a triumphant return after two years. From Amar Latif, a TV adventurer who was born blind to ex-footballer, Clarke Carlisle, and his wife Carrie who gave an honest account of the struggles of dealing with mental health, it was an event filled with emotion, but also inspiration. HJ and the Wella family in the room came away with lots of action points. But where do you look to get motivated professionally? At the risk of blowing our own trumpet, if you're after industry advice, there's no better place to turn than our business pages. This issue we have a feature on motivating your team, courtesy of HJ's British Hairdressing Business Awards winner Melissa Timperley whose salon is currently Best Salon Team of the Year. Thinking of entering yourself this year? Get moving as entries close on Friday 8 April. Elsewhere in the business section we have the first instalment in a new series called The Perfect Salon Experience, in partnership with Takara Belmont. The kick-off feature is all about bringing to life your salon's ethos through the interior design. You'll want to add the images to your interior's Pinterest board pronto!

We've got a bumper colour special this issue with a feature about in-between colour appointments and how to get your clients to visit you more regularly, the latest colour buzz words to know for 2022 and our regular Colour Notes page comes from Heffy Wheeler. Plus, don't miss our feature all about cleaning your brushes. Who knew there were so many ways to clean bristles and combs? And it feels the perfect time of year to be tidying up your tools too. Time to hit refresh!

Charlotte



ON THE COVER; HAIR: AVLON EDUCATION TEAM - JACQUI MCINTOSH, LATHANIEL CHAMBERS, REGINA MEESSEN, PASH' CANEL MITCHELL, AILEEN FRANCIS, MAKE-UP: KYM MENZIES FOSTER, STYLING: CLARE FRITH CLARE FRITH STYLE, PHOTOGRAPHY: CHRIS BULEZUIK

TEAM HJ



Executive Director
Jayne Lewis-Orr
jayne@hji.co.uk • 020 3841 7360



Managing Director Mark Moloney



Editor Charlotte Grant-West
charlotte@hji.co.uk • 020 7351 0536



Deputy Editor Eleanor Vousden
eleanor@hji.co.uk • 020 3841 7362



Content Writer Kieran Read
kieran@hji.co.uk • 020 3326 5211

Editorial Intern
Chloe Woodland • chloe.w@hji.co.uk



Group Sales Director Jackie Brown
jackie@hji.co.uk • 020 3841 7366



Sales Manager Matt Crane
matt@hji.co.uk • 020 3841 7367



Account Manager Jane Arrowsmith
jane@hji.co.uk • 020 3841 7373

Design Team
Jaqui Palmer
Alex Charlton-Roberts
Steven Dando

Recruitment and Classified Nur Suleyman
nur@hji.co.uk • 020 7351 0536

Event Manager Alix MacMahon
alix@hji.co.uk • 0203 841 7365

Head of Global Marketing Chloe Monina
chloe@hji.co.uk • 020 7351 0536

Marketing Executive Tina Hill
tina@hji.co.uk • 020 3841 7370

Fresha Salon Software Acquires Bookwell

Fresha salon software have announced their acquisition of Bookwell, an Australian online booking marketplace for salons and spas. The deal follows a recent \$150 million Series C investment in Fresha salon software led by a leading private equity firm, General Atlantic. The acquisition of Bookwell marks a new phase in Fresha's continued growth story, adding to the platform's extensive base of over 60,000 partner salons and spas spanning the United States, Canada, Australia, New Zealand and Europe.

Green Salon Collective Certified as a B Corporation



The Green Salon Collective has received B Corp certification, joining a growing group of companies who are reinventing business by pursuing purpose as well as profit. To achieve B Corp certification, businesses need to provide evidence of socially and environmentally responsible practices. Paul Seaward, co-founder of the GSC, says: "B Corp certification is confirmation that Green Salon Collective is using its influence for good – to encourage others to consider the differences they can make. We have a responsibility towards people and the planet as a whole and we hope that this recognition inspires others."

MOVERS AND SHAKERS

A big round of applause to the latest ambassadors and educators...

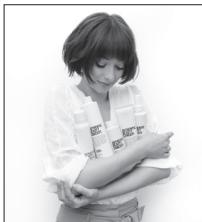
ALFAPARF MILANO



Piero Gentile has joined ALFAPARF Milano as their new technical education

manager. Piero joins the team in a full-time role where he will deliver their education programme throughout their academies and salons across the UK and Ireland. Award winning international session stylist Luke Benson has been appointed creative ambassador, while world renowned British Hairdresser of the Year nominee, Richard Ashforth, takes the role of educational ambassador UK & Ireland.

AUTHENTIC BEAUTY CONCEPT



Melissa Timperley has been officially announced as a new UK ambassador for Authentic Beauty Concept (ABC). Melissa commented: "I am beyond excited to be the new UK Ambassador for Authentic Beauty Concept. The brand ethos, the product formulas, and their sustainability focus are everything I look for in a brand. Becoming a part of the Authentic Beauty Movement is a dream come true and I can't wait to begin working on planned projects, sharing my creative ability and collaborating with a like-minded collective."

AVLON



Leading Afro haircare brand Avlon welcomed Jacqui McIntosh as its new European education director. Jacqui was Avlon's director of education for the professional area of the business for several years before stepping into her new role. "I am thrilled to now lead on education for Avlon across all brands in both the professional and commercial sector as its European director, supporting hairstylists to promote the Afro hair industry as the formidable creative force that it is," said Jacqui.

42%

THE NUMBER OF SALON BUSINESSES BREAKING EVEN, ACCORDING TO A STUDY FROM THE NHBF. HOWEVER, NEARLY 40% ARE EITHER MAKING A SMALL OR SUBSTANTIAL LOSS AND ONLY 19% ARE MAKING A SMALL OR GOOD PROFIT. AS A RESULT, 58% INTEND TO RAISE THEIR PRICES OVER THE NEXT THREE MONTHS.

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Entries Open for Wella GenNOW Team



The Wella Professionals GenNOW team is recognised as one of the greatest talent teams in the hairdressing industry, and the search is now on for the new 2022/23 team.

Wella Professionals are looking for five creative stylists who can demonstrate skills in a multitude of hair textures. The opportunity is open to all stylists 18 years of age and over, with three to eight years' experience, based in the UK or Ireland. It's not essential to be salon based; freelance hairdressers

are welcome to apply, but a strong digital profile is a major advantage, with a passion for cutting, colouring and styling combined.

The five lucky chosen stylists will embark on a 12-month creative journey with four inspiring mentors: Michael Gray, Jordanna Cobella, Syd Hayes, and Nikki Clifford. Being part of Wella Professionals' GenNOW team will open doors to educational opportunities and on-stage platform work at the industry's biggest events.

Entries close 31 March: wella.com/professional/en-UK/gennow

HJ is deeply saddened to report on the passing of Dennis Langford, CEO of TONI&GUY Australia.

HJ'S EXECUTIVE DIRECTOR, JAYNE LEWIS-ORR, SAID:

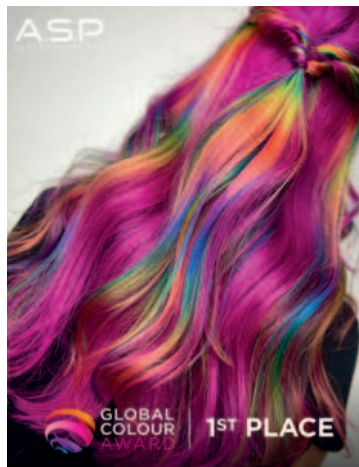
"IT IS SO SAD TO HEAR OF THE PASSING OF DENNIS AND OUR LOVE AND THOUGHTS ARE WITH HIS FAMILY AND THE TONI&GUY FAMILY GLOBALLY. THE HAIRDRESSING INDUSTRY HAS LOST A CHARISMATIC LEADER WHO MADE TIME TO TALK TO EVERYONE HE MET, AND HE WILL BE GREATLY MISSED."

ASP Awards

In celebration of its 25th anniversary, global haircare brand, ASP Expert Haircare challenged stylists worldwide to put their creativity to the test.

Recognised for her flamboyance and sheer creative vision, Sia Basto, owner of The Beauty Factory by Sia salon in Portugal, was crowned ASP's winner. Speaking about her work, Sia said: "I thought we all needed to see a rainbow after the dark pandemic days we have been facing this past two years. That was my inspiration, with a twist of fuchsia because I am a big fan of that colour."

Hayley Teague from French & Ivi in the UK ranked second place, while Jemma White from Locks Beautiful, also in the UK, took third place.



Sponsored News

Go For Luxury At The Backwash With The RS Primo By Takara Belmont



Takara Belmont takes the backwash experience to new levels of luxury with the RS Primo. As luxuriously padded seating and side panels cushion your client in comfort, adjustable seat motions, a reclining backrest and extending leg-rest ensure idyllic service positioning. A wide, deep and adjustable tilting basin with a gel-filled neck rest combines with thermostatic water temperature control – and a newly designed shower-head that regulates water volume and pressure – to support your client perfectly and ensure pleasure in every shampoo.

RS Primo ensures pure relaxation and indulgence during every service whilst giving you complete peace of mind that your equipment will exceed expectation and deliver quality and style reliably for many years to come. Price: £4,000 +VAT.

Visit takarahairdressing.co.uk/equipment/backwashes/rs-primo and for more information, contact Takara Belmont on 0207 515 0333 or email hairdressing@takara.co.uk.

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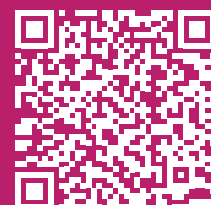


In celebration of our **50th Anniversary**
we are giving away 4 x **50 tubes of Colour!**

Scan the **QR code** or visit our website and follow the links to our 50th Anniversary 50 tube giveaway, fill in the form, select which brand you would prefer and you could be in with a chance of being **1 of 4 lucky winners!***

*One winner per colour brand. You must be a professional Hairdresser, over the age of 18, and a resident of the UK to enter. Full T&Cs on our website. Entries close at 11.59pm on 30.04.22.

salonsupplies.co.uk



What's on with Wella

WELLA STUDIO SPOTLIGHT

Want to take your skills to the next level?
Wella's Studio Education has you covered

A CUT ABOVE

Now is the perfect time to finesse your cutting skills as your column gets busier. Wella Studios has a range of cutting courses from one to two days, from beginner level to advanced, to get you inspired.

CUTTING COURSES AT WELLA STUDIOS

ESSENTIAL CUTTING £190/€215 – 1 day

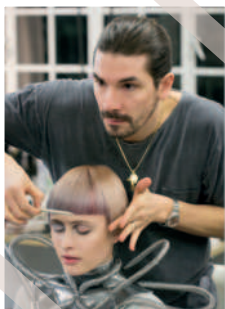
Aimed at new to mid-level stylists, this course does what it says on the tin! Discover all the essentials you need for a successful and confident cutting technique.

CLASSIC CUTTING £375/€385 – 2 days

Learn the true fundamentals of hair cutting and become confident in all the classic techniques in this two-day masterclass for all levels of stylist.

ADVANCED CUTTING £310/€360 – 1 day

For those already very confident with established cutting techniques, this course stretches the boundaries and explores creative trends and precision cutting.



LEARN FROM THE BEST

Delivered by some of the industry's finest cutters, including...



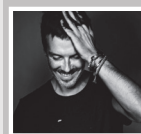
AKIN KONIZI
HOB Academy



CHARLIE TAYLOR
Charlie Taylor Hair



COLIN McANDREW
Medusa



DARREN AMBROSE
D&J Ambrose



KAI WAN
Pkai Hair



LEONARDO RIZZO
Sanrizz Academy

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ESSENTIAL CUTTING

£190/€215

– 1 day

London: 17 May

Manchester:

12 April

Dublin: 4 April

CLASSIC CUTTING

£375/€385

– 2 days

London:

25-26 April

Manchester:

4-5 April

Dublin:

23-24 May

ADVANCED CUTTING

£310/€360

– 1 day

London: 4 April

Manchester:

20 June

Dublin: 5 April

WELLA BUSINESS NETWORK LIVE



Business Network Live has a reputation for being one of the greatest motivational events in the hairdressing calendar; the 2022 event was no exception.

More than 200 guests gathered for the two-day programme filled with a fantastic line-up of motivational speakers. The inspiring content captivated the audience with real-life stories that could be adapted into invaluable business advice, empowering attendees to keep growing their businesses throughout the year.

Follow Wella on Instagram @WellaHairUKI where they will be releasing the insights and learnings that BNL 2022 brought.



**TO BOOK OR OBTAIN FURTHER INFORMATION
CONTACT YOUR CHOSEN WELLA STUDIO:**

London: 0203 650 4700 wellastudiolondon@wella.com,

Manchester: 0161 834 2645

wellastudiomanchester@wella.com or

Dublin: 01 416 0900 wellastudiodublin@wella.com

To read more about these courses and more, download the Wella Education Book at wella.com/educationbook

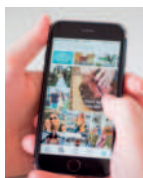


Head over to hji.co.uk
for up-to-the-minute
industry news

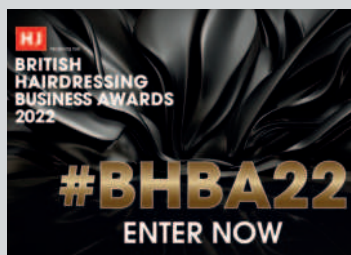
GET FEATURED IN OUR NEXT ISSUE!

Do you want to star in our monthly 'Be Inspired' digital round-up? All you have to do is simply tag your hair work on Instagram with #HJLoves for your inspiring cuts and #HJColourReel for your colour creations for the chance to make it to next month's magazine and star on our weekly round-up posts. We can't wait to see what you can create!

Follow us @hairdressersjournal



IT'S TIME TO ENTER YOUR BUSINESS...



Are you implementing a winning marketing strategy? Managing a team that's above and beyond? Helping out the environment with sustainable practices?

You could be eligible for HJ's British Hairdressing Business Awards 2022, hosted on 4 July 2022 at Park Plaza Westminster Bridge. We'd love to see you on the shortlist – it could be you taking to the stage to claim your award this year!

Don't miss your opportunity to enter by visiting hji.co.uk/events/

DID YOU MISS APPRENTICE WEEK 2022?

Between February 7-13, we ran a jam-packed week of digital content to help beginners and employers get their heads around the world of apprenticeships.

From promoting neurodiversity to expert's top tips, embarrassing (yet hilarious) early mistakes to in-depth interviews, we've got a whole host of apprenticeship-tailored content, and it's not too late to check it out! Simply visit: hji.co.uk/latest/hjs-apprentice-week-the-official-schedule/



This month HJ asked you...

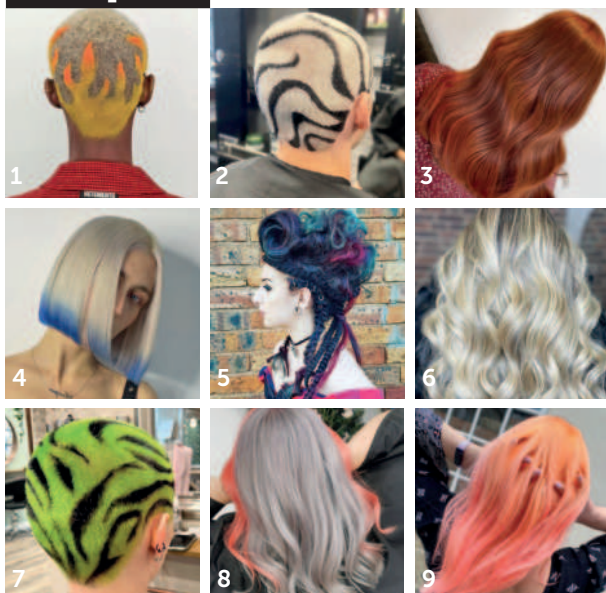
DID YOU JOIN THE INDUSTRY AS AN APPRENTICE?

As it was HJ's Apprentice Week during February, it only felt right to ask our Instagram followers how they got their start in the world of hair.

yes
92%

no
8%

Be inspired



MARCH COLOUR REELS:

(1) @hair_by_pokornaya (2) @kingallanthe1st (3) @liz__colour
(4) @lydwolfhair (5) @marlenelamont (6) @niamh_monaghan_hairstylist (7) @safffy (8) @saramann_hair (9) @tombhair



FROM THE ARCHIVES

Each month, we dig through our extensive online gallery and pick out a style we just can't get enough of.

For this edition, we were completely taken by these gorgeous tight curls in a distinct block black colour. We have Mark Hayes and the Sassoon Creative Team to thank for this great look, captured by Benjamin Vnuk.

See the whole collection and more here: hji.co.uk/gallery/explore

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STYLIST TOOLS

Wella Business Network Live

14

It was amazing to be back at one of the most motivational events in the hairdressing calendar

After a two-year hiatus, the atmosphere at Wella's Business Network Live, held at The Belfry hotel in Sutton Coldfield was a brilliant reunion for the Wella family.

Podcast host, Dom Lehane, hosted the two-day conference, and he was joined by Max Amen, Wella's general manager for the UK & Ireland, who officially opened the event. He said: "Today we celebrate the Wella family. The salon is always at the core of what we do, and you can expect us to be there for you through good times and bad."

The line up of guest speakers included a dynamic combination of real-life stories that could be adapted into business advice. Highlights included a session from multi-award-

"Always try to think like the challenger in your business"

winning speaker and marketer, Geoff Ramm, who challenged the audience to a 120 second creative brainstorm. The thinking behind it? We come up with our most out-there and creative ideas in limited time.

Writer and performance expert, Rasmus Ankersen, gave a fascinating insight into the links between high achieving sporting groups and raw talent. "Always try to think like the challenger in your business," he also recommended.

Ex-footballer, Clarke Carlisle, and his wife Carrie gave an honest and





emotional account of the struggles of dealing with mental health. They shared their personal turbulent journey, which included bouts of depression and suicide, and offered practical advice: "We are all one step away from someone who is experiencing adverse mental health. Ask yourself, do I have my coping mechanisms or am I looking for them?"

Adding a fresh approach to taking a chance on new team members, adventurer, author and TV presenter, Simon Reeve shared his epic journey of becoming a TV adventure travel legend and told us to exercise our 'confidence muscle'. He explained: "Take small steps with which you can cope."

Saira Khan from The Apprentice, delivered a set on team motivation and the power of self-belief, launching her session with the words: "The actions you take today will determine your future." Whilst comedy writer Tim Reid, gave a refreshing session on creative

"It's never been more important to think differently"

brainstorming and the power of humour in creativity: "It's never been more important to think differently."

TV adventurer and founder of a travel company specifically for blind people, Amar Latif, shared the

challenges of turning blind at the age of 18. His empowering story was immensely uplifting: "Resilience is not about being tough and unmovable, it's about knowing where you want to go. If you dare push yourself to the limit, your world becomes bigger."

However, it wasn't all work and no play! In true Wella style, delegates enjoyed a 'Winter Luxe' inspired evening complete with ice sculptures, ski stimulators, and a 360-degree photo booth. Entertainment came courtesy of drag act The Globe Girls, and a stand-up set by comedian Tom Allen.

It was a triumphant return after a two-year hiatus. The delegates left the event feeling inspired, motivated and ready to get creative.





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Do art teams matter for every salon?

Are art teams essential for all salons?
Two experts weigh in



Yes

Would there be an Artistic Team of the Year category at the British Hairdressing Awards if art teams didn't matter? I believe

the art team is the vision of your business; the centre of your brand. The creativity and purpose of an art team is to not only to visually inspire your own team, but the industry as a whole. Hairdressing is built on creativity and I believe that we keep this alive. This is why hairdressers around the globe look to British hairdressing for inspiration.

It is a crucial part of your team's career development plan. It gives them direction, opportunities to express themselves, to find new techniques, discover trends and stay inspired. These opportunities are, of course, not exclusive to art team members, but one of the roles of an art team is to develop passion and creativity.

For some an art team may seem a luxury, or an unnecessary expense. As someone who has been in every position of an art team, from auditioning to leading, I believe we have a duty to offer individuals the opportunity to come together and represent their vision. Yes, it is a balancing act to have a successful business and an art team, but building and being part of an art team brings new perspectives, new ideas and enhances the performance of all individuals, the salon and the industry.

SAM BURNETT, OWNER AND CREATIVE DIRECTOR, HARE & BONE



No

"I have moved from having a formal art team to a more open invitation for anyone in the team to enjoy making art. It is a subtle but important difference.

With just 12 employees, everyone can be in the creative think-tank if they want and it is less formalised. For creative projects, at least three of us will join together but they aren't always the same people. There is always space for people to be involved in these artistic projects. There are roles for everyone and especially for apprentices, trainees and graduate stylists who learn so much from being involved and observing. We can't involve everyone in every project, so it's not a problem if any particular member doesn't want to be involved.

I try not to underestimate the ideas of the less experienced members of the team because their mind is not bogged down with rules on how to do or not do something. They don't have the

With just 12 employees, everyone can be in the creative think-tank if they want and it is less formalised

knowledge yet on how to perform a task, so they may think outside the box or have really fresh ideas and I like this fluid approach. I like the team to be involved with art, but I don't like to label it as an art team as creativity should be the ownership of an art team. I believe it shuts down creativity for other members of the broader team and creates an environment where they don't believe their creative voice is heard, welcome or relevant.

ANNE VECK, DIRECTOR OF ANNE VECK, OXFORD



Late last year, we won the British Hairdressing Business Award for Salon Team of the Year. Any industry recognition is always a huge honour but to receive this accolade felt particularly special, as so much of the salon's success is down to the combined efforts of our incredible team members. Finding passionate hardworking staff is known to be tough – especially in the current economic climate but fortunately it's not an issue we've had due to having a complete and stable team. If anything, it's usually us turning people away! I've taken time to build up carefully and I want people to fit into our 'family'. A team that feels trusted and valued – both from a personal and professional point of view – is vital to a thriving salon business and I believe there are several key factors that have helped me build my strongest ever group of like-minded professionals...

1 All of my team are employed.

I want everyone to feel like they're included in the business, and that we're all part of the same salon family. Having a unified team means there's always a strong support network on hand. We can mentor and inspire each other, as well as share problems and solutions. Everyone is on the same side, which

Melissa Timperley, winner of HJ's British Hairdressing Business Awards' Salon Team of the Year shares how to nurture an award-winning team

makes you feel safe and valued. We all genuinely care for – and want the best for – each other.

However, one advantage of being self-employed is that you can choose your own hours, so here at Melissa Timperley, I wanted to make sure I was offering something similarly attractive to my employees. Everyone gets a Saturday off on rotation every few weeks, so they don't have to use up their holiday time to enjoy a nice, normal weekend. For most hairdressers, four Saturdays off a year is the average – ours is closer to 10, depending on how long the team member has been with us (we reward loyalty). There's also the

security of maternity pay and sick pay, and the obvious benefits during Covid lockdowns. Everyone is paid a good base salary too – and we have just raised the base salary further – because I believe that hairdressing is a real skill and I personally think professionals in the industry aren't always financially rewarded as well as we would all like.

2 I ensure my team are constantly motivated, through ongoing training and goal setting.

Communication is so important to understand what each team member wants out of their career, so we hold one-to-one My Future Vision meetings together, which helps me to gauge each individual's hopes, challenges and aspirations. We discuss personal goals – including training goals – and have a bespoke training programme for each stylist and reception staff. For example, one stylist is on the Fellowship Colour Project this year, another is on the Wella Master Colour Programme and others are attending external precision cutting programmes. We hold product and styling technical training on a regular basis, using visiting external experts, as well as running and in-salon colour and cut training for our salon stylists delivered by the more senior team members. ➤

In my experience, investing in individuals and offering them regular insight and support into their next career steps ensures that they feel secure in their future at our salon; a team member that feels valued and appreciated won't normally go looking for opportunities elsewhere. We want to give them all the opportunities they want and need right here with us.

3 As well as nurturing each employee as an individual, I am also passionate about us coming together as a team.

The stop/start nature of business during the pandemic presented fresh challenges in keeping team members motivated and feeling united. We needed to demonstrate that we are 'all in it together', so I introduced various team-building activities to aid this. We bought mannequin heads for all styling members of the team to use at home during lockdown, and then subscribed to the Sassoon and Wella virtual training. For specific sessions everyone took part individually in the training but we then shared our work as a team on a team Zoom session. We learned just as much from each other as we did from the online tutor, and it was a great way to keep the team focused, motivated and learning new skills. In the salon, we run friendly team 'competitions' on product and service sales and client satisfaction benchmarks, which keeps the focus while also having fun. We also hold team socials on a regular basis – even continuing these throughout lockdown periods to keep the cohesiveness of the team. Our virtual sessions included team yoga and pilates and a virtual baby shower for Lauren!

We have a fresh appreciation of keeping ourselves mentally and physically healthy as a first priority, so I



have invested in mindfulness apps for each team member.

4 We have a 'one client, one team member' approach.

I feel that this creates a relaxing, peaceful salon environment. Styling team members do everything for their client; there's no swapping between people for colour, washing, blow-drying... It's a real personal touch for the client and helps them avoid the feeling of being on a conveyor belt, being passed from person to person! From a staff perspective, it means they're able to be more focussed and aren't rushed off their feet. They have balance, can devote their time and energy to one client, and they can enjoy some downtime while a colour is processing. They might only see two or three clients in a day, but they're fully booked. It has helped create a really nice atmosphere for everyone.

5 We work together to get the very best results for our clients.

It might seem unconventional but one of the salon's USP's is that we do fully over second opinions on colour in front of the client. It demonstrates that we care about getting it right, and value the opinion and advice of our colleagues on, for example, colour combinations, colour formulas and our approach to difficult hair. This has significantly reduced the number of re-do's and enhanced our client satisfaction figures. Clients love that they are being really considered and cared for by professionals, and our team fully support this commitment to sharing their expertise.

Promoting and supporting each other's work should always be encouraged to enhance the team bond, too. Over the lockdown period we prepared a digital portfolio of each stylist's work and uploaded it to the salon iPad. Team members share these examples of each other's work with clients when talking to them about the look they want. There is no artistic sensitivity or ego in the team – they willingly share other team member's great work with clients to aid the consultation process. I think that extra level of praise and encouragement makes a remarkable difference to the team's rapport. **HJ**



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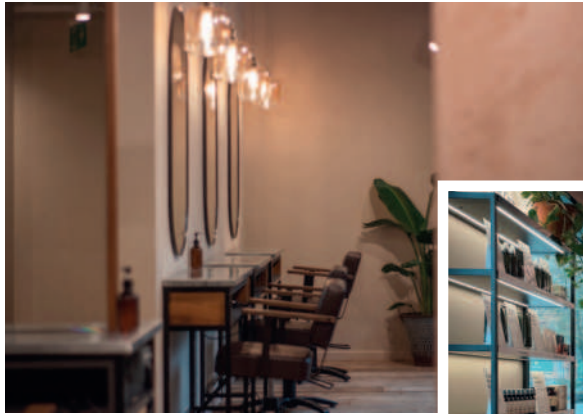


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EXPERIENCE

WHAT YOUR SALON SAYS ABOUT YOU

24

In the first of our series on experiential design in partnership with Takara Belmont, we look at how a salon's interior can bring to life the ethos of your salon

Who better than Butchers, a salon group with four outposts and who describe themselves as warm, sustainable and industrial, to give some insight into how their salon interior reflects their mission. "We are eco-conscious, sustainable and use plant-based products and colour by Aveda, so our design had to reflect this," explains Susannah Richardson, director of Butchers.

In all of the salons (Shoreditch, Camden, Hoxton and Leicester) the colour palette is natural, ranging from shades of terracotta to taupe. There's lots of texture (think soft sofas and polished concrete) and the materials are raw and locally sourced

wherever possible – in both Hoxton and Camden branches the floor is 150-year old wood reclaimed from a Polish factory.

The layout of the salon and the way clients move through the space was integral for the team to map out: "As retail is such an integral part of our business, our guests are greeted with a beautifully displayed retail shelf and aroma filled experience as soon as they walk in. We designed our colour mixing station to be in the centre of the space so it feels more interactive and transparent, just like us." Susanna states that a good salon interior should feel relaxing, thought-through and immersive. "The flow of the space is so important, as is the aroma and music!" she adds. Butchers are proud to use ethical, vegan refreshments so

DON'T MISS...

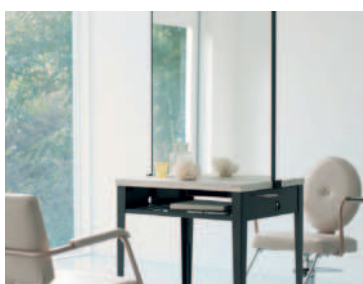
... our monthly The Perfect Salon Experience features. Each issue we look at a different aspect of salon design, from adding a spa element to your space to creating a private area for VIP guests.



ALL OUR SALONS HAVE CLASSIC, MID-CENTURY STYLE CHAIRS FROM TAKARA BEMONT, RECLAIMED WOOD, DRIED FLOWERS, BEAUTIFUL OLD POTS, AND A BEAUTIFUL AROMA

Recreate the look

Launched in 2018, the Vintage Alt collection uses traditional textures, materials and manufacturing techniques to create authentic vintage pieces. With wooden armrests, a hand-studded backrest, and retro styling that's convincing in every way, the A1201 styling chair embodies traditional values and a vintage aesthetic. Enhanced with modern engineering it perfectly complements the look and approach at Butchers. Meanwhile, Zen Mirror from Takara Belmont's nature-inspired Zen collection is crafted using natural textures and tones that's ideal for salons looking to create an interior design inspired by Butchers. Find more at www.takarahairdressing.co.uk



they brought their kitchenette into the guest space, so 'everything is out in the open'.

No matter your budget, Butchers has proved that you can bring to life your salon's ethos. Butchers Shoreditch was created on a 'very small budget' back in 2014, but the team worked with what they had so it feels different from the other branches – "we had different taste back then," admits Susannah. But one thing they all have in common? "All our spaces have classic, mid-century style chairs from Takara Belmont, reclaimed wood, dried flowers, beautiful old pots and a beautiful aroma," Susannah adds. Invest in design that has longevity and purpose, and your clients will experience the 'real you' as soon as they step through the door.

Safe space

Pixie and Nate, owners of #BADHAIR in Somerset, have set out to make a change – their autism, LGBTQ+ and anxiety-friendly salon has their clients coming back time and time again

► What was the driving force behind the launch of #BADHAIR?

Having a full autistic family, we understand how traumatic a haircut can be to neurodivergent clients. We noticed there weren't other salons operating to accommodate this and Nate had always wanted to open his own salon one day, so we thought, 'Maybe now is the right time to take the crazy jump and make it our own'. To be able to help so many people, that's the best thing for us. We have children begging their parents to come back to #BADHAIR, and they hated having their hair cut before!



or off altogether. We have a box of new 'fidget toys' that the kids (and adults!) can play with and keep as a distraction tool, but most importantly, there's no pressure on our clients. If they want to come and hang out in the salon a few times before having a cut, that's fine with us!

► What small changes could other salons make to ensure clients with autism, or other additional needs, feel comfortable?

Announcing what you're doing, before you do it, is the biggest one. Checking they're okay throughout and being patient with them during the process. It's important that the client feels you're happy to sit and spend the time understanding what they'd like you to do. Asking simple questions and giving straightforward instructions goes a long way!

► What was your inspiration for the name?

It needed to be something really individual, people don't expect a salon to be called #BADHAIR. A lot of our clients have never wanted to go into salons or don't know much about hair, so I'm always hearing, 'I've just got bad hair'. Well, not once we're finished with them!

► What are some of the adaptations you've made in your salon to accommodate your client base?

We have a mixture of yellow and white lighting to reduce light hypersensitivity, as well as separate speakers throughout the salon that can be adjusted according to the client's preference –

► Do you have anything in store for the future of #BADHAIR?

Yes! We will definitely be growing our team soon, and our goal is to train every employee to learn that level of understanding - having patience and making your client feel comfortable is key. It would be wicked if one day we could open another #BADHAIR (or even a few)! But for now, our goal is to do really good hair and make everybody that comes in feel comfortable to be who they are. **HJ**



If they want
to come and hang
out in the salon
a few times
before having
a cut,
that's fine
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9. Andis Master Cordless Gold Limited Edition

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BRUSH UP

With Spring around the corner, now is the time to hit refresh on your brush cleaning and care

Brushes are an essential piece of kit, and if you look after them, they'll look after you and your clients too. "Brushes are something we use every day and just like all our other tools they need looking after; that goes for clients' tools too," says Balmain ambassador, Simon Tuckwell. "Not only does a clean brush look aesthetically pleasing, but it'll work better. Keeping your brush free from hair will allow the heat to circulate your brushes better, providing an even heat, which means a fast blow-dry time," he adds. It can be an arduous process, but there are expert tips and tricks to help speed up cleaning your kit.

A clean slate

"Regularly cleaning your hairbrush is super important. Hair brushes over time gather bacteria and product build-up which is unhygienic for your client," says hairdresser and Kent Salon user, Andrew Kyriakou. Below are his tips for cleaning and sanitising your brushes:

- Step 1:** Start with removing any excess hair to avoid any tangling
- Step 2:** Rinse your brush with lukewarm water, this will breakdown any product remaining on your brush
- Step 3:** In shallow lukewarm water, add a drop of shampoo and clean your brushes. Do not let your brushes submerge in water for long periods of time
- Step 4:** Let brushes air dry fully before storing ➤

ZOË IRWIN FOR GHD

YOUR GUIDE TO CLEANING...

1 A COMB

"This essential kit is constantly in your hand or your client's hair, so to avoid cross contamination and keep your combs in top condition change them through the day and do a deep cleanse at the end of each day," says Georgia Bell, Society Hair owner and Denman ambassador. "Firstly, give them a light brush to remove loose hair. Then leave to soak in warm soapy water, agitating gently to remove build-up of scalp oil and product. Rinse thoroughly and leave on a clean towel to dry. Always check what material your combs are made of before dropping into sanitizing solution or harsh chemicals or putting into steam cleaning cabinets," she says. "After cleaning, I always check my combs for damage – a broken tooth can snag a client's hair or scalp, so choose quality combs to avoid breakage."



2 A ROUND BRUSH

To keep round brushes in tip-top condition, first of all de-hair the brush, fill a spray bottle with some warm soapy water and spritz the bristles, says Anna Chiesa, founder of The Balance Brush. "Using a tint brush or soft toothbrush, gently brush between the bristles, loosening any product build-up. Spritz again with fresh clean water and dry off with a clean towel," she says. "Do not immerse your wooden brushes in water as this will damage the wood. We added a key design feature to our brushes, a flat top for tidy work stations. This prevents brushes from rolling onto unclean floors when laid down between sectioning and blow drying."



3 A FLAT BRUSH

This essential piece of kit can be prone to build-up, so make sure you're regularly cleaning your flat brushes. "Don't forget to wash your brush with shampoo regularly to remove products and hair, to ensure the brush can do its job and smooth out the cuticle," says Adam Reed, ghd global ambassador. "After the brush is washed, dry it using a hairdryer to ensure it is totally dry before you start styling your client's hair." ➤



DON'T FORGET TO WASH YOUR BRUSH WITH SHAMPOO REGULARLY TO REMOVE THE BUILD-UP OF HAIR PRODUCTS AND HAIR

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How can I speed up brush cleaning?

Cloud Nine UK creative ambassador Lisa Farrall recommends using warm water and shampoo to clean your combs and brushes, and she has some tips for making the process easier. "A clarifying shampoo works perfectly as this helps break down any build-up on the bristles," she says. "After removing excess hair, I find a toothbrush or hard bristle brush works perfectly to remove product from the bristles. You can even soak plastic combs in a bowl of shampoo and warm water to soak while you do your brushes."

How often should clients wash their hair brushes?

Celebrity stylist and Alfa Italia ambassador, Luca Jones recommends that clients wash their brushes every one to two weeks. "This could be increased though, especially if your client uses a lot of styling products, especially dry shampoo," says Luca. He recommends that they use shampoo to cleanse their brushes, as it will help break down oily residue and styling product build-up.

What about brushes made of natural materials?

"Brushes with different materials should be washed correctly to keep them looking fresh for as long as possible," says Gary Taylor, owner of Edward & Co for Hot Tools. "I use Disicide+ Spray on most of my brushes as it can be used on all materials including wooden or rubber brush handles, natural and synthetic bristles," he says. "Any brush that can be used in the basin are often plastic or similar, so these can be washed with warm water and liquid soap."

Cleaning solutions for your brushes

There are lots of different ways to clean and sanitise your brushes, and it will reassure your clients in the chair when they see that your tools are pristine. "Prior to the pandemic, I often noticed hairdressers cross-contaminating between clients which has forever been a bugbear of mine," says Paul Falltrick for CleanIT.

Becky Sutherland, owner of Pink Lemon Hair for Knot Dr, recommends Barbicide to clean her Knot Dr tools. "I do this by removing any hair that's been left in the brush then using a Barbicide spray I spray all the brushes fully, and placing the combs in the solution. I would then rinse the brushes and dry them thoroughly with a clean towel," she says.

Alternatively, Casey Coleman, Cloud Nine UK creative ambassador recommends apple cider vinegar and baking soda. "Firstly, use a pintail comb and slide it in between the bristles and separate the hair from the brush. Then fill a bowl with hot water, add apple cider vinegar and baking soda and dip the brush in. Get an unused toothbrush and use it to scrub off the excess dirt to leave your brush feeling brand new," he says. And just like that, brushes are back to their best!



ZOË IRWIN FOR GHD

Glaze CRAZE

35

Inside this issue's colour special: how to keep clients
crazy about colour and why Wella Professionals
Shinefinity is your new best friend

SHINE ON

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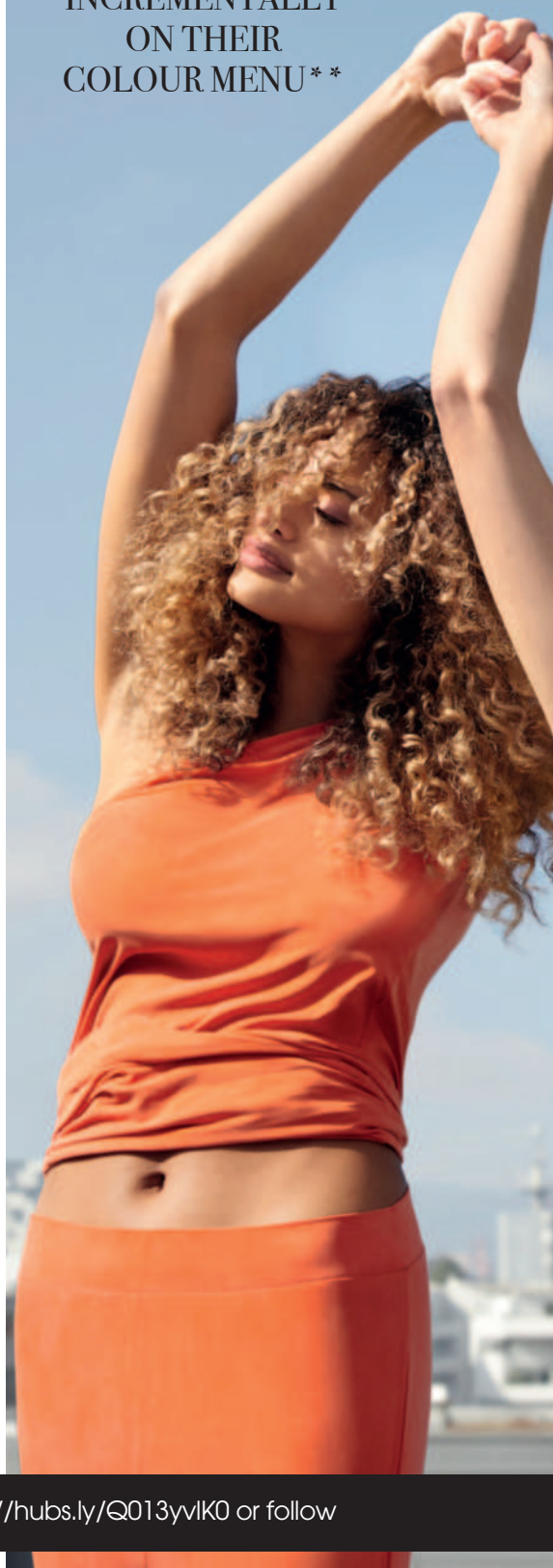
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8 OUT OF 10

SALONS SAY THEY WILL LIST SHINEFINITY INCREMENTALLY ON THEIR COLOUR MENU**



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THE INBETWEENERS

Innovative ways to inspire clients to come in for
'in-between' colour appointments, treatments
and services

WELLA PROFESSIONALS

39

It's often said that trends such as balayage and freehand face-framing techniques mean clients come in less regularly – it can be up to eight months until you see a client for balayage. But it doesn't have to be that way. The experts reveal how they keep clients coming in – from 'micro trims' to keep coloured hair healthy, to bespoke face-framing babylights that they will want to book in for time and time again... it's never been more easy to keep your clients coming back for more. ►

Tone n' trim

While low maintenance colour is a big attraction for clients, leaving hair to go months on end without professional attention doesn't make it look its best. "The perfect 'in between' service I offer is bespoke toner refresh alongside an ASP VITAPLEX treatment," explains Sheree Thompson, ASP brand ambassador. Amber Letham, Crazy Color Color Squad member agrees with maintenance appointments. "The best way to encourage those long haul clients to come in more regularly is to book them in every 8-10 weeks for either an express colour melt, to keep their balayage looking fresh, or global toners with a trim to keep their ends tidy." These extra maintenance services are great because that's more money in your till instead of a single service every 6-12 months. The fresher hair looks between big services means more client recommendations.

As mentioned above encouraging clients to come in for toner is ideal. "My clients love that they can switch things up in between appointments by going for a rose gold or a copper gloss with a toner," says Laura May Stevens, Pulp Riot Artist. Toner appointments also encourages regular trims, Verity Clarke, Elgon educator, finds: "I tell my clients 'We won't need to do your balayage for a while, but you will need to top up your toner in eight weeks or so, which is the perfect time to get a trim too.' It's all about keeping the hair healthy in between the big balayage visits. Healthy hair holds colour better and helps us achieve better results when it does come to bleaching again too." Yes, toners make your clients hair look amazing, but you're laying the foundations for the next major colour appointment too. However sometimes

best." Schwarzkopf Professional brand ambassador and owner of The Hair Surgery, Tim Scott Wright adds a face frame in between appointments and gives clients products to take home to continue the good work. "We recommend Schwarzkopf Professional Chroma ID toning mask," he adds.

Treatment time

To encourage clients to come into the salon more frequently, pick-me-up hair care packages don't hurt. They can help re-energise client's colour in between appointments adds Chloe Passmore, INNOluxe Superstar, who

hair looks amazing, they will trust you as a colourist and loyalty will grow. In fact, why not extend the favour to their friends too, like Matrix artist ambassador Carol Ritchie does? "A toner top-up is the perfect tonic after four weeks, combined with a luxury blow dry. Then I also run an incentive to introduce a friend for a treatment and blow-dry. Sharing is caring!"

Seeing clients less frequently can result in hair that has lost its radiance due to external pollutants, a build-up of silver shampoo and metals found in the water. "ALFAPARF Milano Detoxifying mud is the perfect in-salon treatment, using Kaolin clay it removes build-up and revitalises blondes. I add the Milano Cellular Madre to make the hair even more lustrous," explains Luke Benson, ALFAPARF Milano creative ambassador. Simon Tuckwell Balmain Hair UK ambassador shares another great mask addition. "We offer clients a Supplementary Salon Colour mask by Balmain Hair UK. Each colour client receives a mask to use at home. The colour mask also has a check list of all the products recommended by their stylist and also when we think they should return for another appointment." ➤



SHARON MALCOLM

HEALTHY HAIR HOLDS COLOUR BETTER, SHINES MORE AND HELPS US ACHIEVE BETTER RESULTS WHEN IT DOES COME TO BLEACHING AGAIN TOO

your client might be persuaded to come in for a cut, rather than colour. Sarah Morrissey Sarai Hair and Beauty Crowthorne recommends a maintenance hair dusting service to take the ends off. "It doesn't change their look but keeps split ends at bay and keeps the colour looking its

gives a great example: "My 'condition me' package includes a Luxury INNOluxe V3 stand-alone treatment, micro trim and blow-dry. Every colour looks it's best when the hair is in great condition and that's what clients want." It really is about maximising the health and look of the hair. If a client's



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CRAZY COLOR: AMBER LETHAM



Flash of colour

If clients have a full balayage colour, it's essential to advise them to come in for a glossing service in between appointments to refresh their colour. Take a leaf out of HARE & BONE's book. "We offer a colour technique called 'Focal Flash.' Using a lightening product such as Goldwell Lightdimensions Silkclift, it allows us to create a flash of colour along the hairline with baby lights or tip

L'Oréal Professionnel Paris offer an inclusive Colour Service Menu. It's a full consumer journey with added value bookings which help both client and colourist. For example: for blonde clients, an intro offering would be Face Framing Colour, which would lead onto a full service such as French Balayage and then the salon could offer maintenance toning services to keep the colour topped up for a full

FOR CLIENTS WHO WAIT LONGER IN BETWEEN THEIR BALAYAGE APPOINTMENTS, WE ENCOURAGE THEM TO DROP IN FOR A LITTLE SPARKLY TONER TO BRIGHTEN THEIR BALAYAGE

outs," says Amelia Evans, education coordinator and art team member, HARE & BONE, London. "This gets rid of any unwanted warm tones, restores depth, and adds amazing shine to keep it looking glossy, healthy and in great condition." Dan Spiller, JOICO colour ambassador for the UK, Europe and Ireland is loving Joico's 10 minute colour treatment that covers 100% of greys. "Lumi10 from JOICO is an incredible new product that allows us to quickly transform our clients, who perhaps need a root touch up or in between colour service. Still offering long lasting results and shine, this product has been hugely popular with our clients as it offers them incredible results. Supercharged conditioning polymers nourish and protect the colour-treated hair for up to 30 shampoos*, providing a colour and care service in one.

It's all about including those top up services in the client's colour plan.

rounded journey. Crafting a colour journey means you can keep an eye on colour wastage too. Colour Management System Vish allows you to charge for all colour used by the gram and you can show this to the client. Karine Jackson, founder Karine Jackson Hair and Beauty does just this and it's had a big impact on her business. "Seeing the amount of colour they use means they recognize it's fairer; the client coming in every four weeks pays less than those coming every four months with much longer regrowth," she says. "For clients who wait longer in between their balayage appointments, we encourage them to drop in for a little sparkly toner to brighten their balayage. This means they're returning within 4 to 8 weeks. Brightening dull blonde tones really makes clients appreciate the salon, and keeps them looking great, especially if they have an event to attend." ►

You're in control

It's wise to remember that you're in control of when your client comes in for colour. "Try to encourage balayage clients to opt for lots of fine highlights. It's a subtle difference but they will love the lift that fine highlights give them and as they grow out they will miss that halo effect and book in for more," describes Mark Leeson global artistic ambassador Revlon Professional. Keeping your colour menu exciting is key to regular colour clients. Michael Convey, OSMO global ambassador explains: "On our treatment menu, our Gloss & Tone includes the OSMO Chromoplex bonding system, which is the ideal in-between salon treatment for ensuring coloured hair is in prime condition. We'll talk to our clients about the pros of regular deep conditioning treatments." Similarly Jordanna Cobella, Wella Professionals colour craft expert, makes her colour appointments work for her, as well as her client. She stresses: "Create

your own colour menu. Why sell the technique (highlights or balayage) when you can sell the end result? Name it and make it branded, like The Cobella Contour." Jordanna makes a physical moodboard consisting of lifestyle, food and fashion images for palettes such as Beige Biscuit Blonde and changes them seasonally. Why? "It increases loyalty and buys the clients into a look they feel is unique to your salon. Let's move away from services like Toner, Root Tint, Balayage and create bookable services such as 'the Golden Glow'," she urges. Vicki Lewis agrees with using clever menu names: "We offer Fashion Lights – a combination of a face frame and 20 foils using Yellow 7 levels bleach and Bond Hero, working on clever angles that give maximum coverage in no time, finished with a gloss using the Yellow Tone on Tone creator." The bottom line is: make every aspect of your colour services work harder and your colour clients will come back through the door more regularly.

Shine on

The products to keep your clients' hair colour looking fabulous

1 CARE FOR COLOUR

Balmain Couleurs Couture Mask offers the perfect hair spa-treatment especially designed for colour-treated, damaged and over-processed hair. The Couleurs Couture Mask is part of the Couleurs Couture collection that now consists of a Couleurs Couture Shampoo, Conditioner and Mask.



2 GLOW ON

Wella Professionals Shinefinity gives a long-lasting colour glaze with zero lift and damage, staying true-to-tone even on porous hair. Featuring exclusive balanced pH technology, Shinefinity smoothens the cuticles for healthy-looking shine and silky hair feel.



3 PROTECT AND PERFECT

An ideal product to send colour clients home with, Paul Mitchell Clean Beauty Heat Styling Spray is made from 93% natural origin and helps protect hair (and colour!) during heat styling while adding light hold and natural shine.



4 KIND COLOUR

FFØR Colour, Developers and High Lift Powder (which lifts up to 9+ shades) will make your client's colour last – however regularly they book in! Plus it's vegan, free from ammonia, PPD and mineral oil.



5 GLOSS BOSS

Give clients a golden glow-up and shine with Redken Shades EQ Bondor Inside Golden Blondes. Embrace warmth for sun-drenched results from three new premixed shades 010G Lemon Icing, 010NW Iced Pina & 010WG Honey Gold.



6 HOT METALS

Achieve metallic tones that change according to the light with Revlon Professional Nutri Color Filters: Metal-ice. Five new hues are joining the Nutri Color Filters range of 25 direct colour shades.





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This Spring/Summer, get ready for the cold because once again, Revlon Professional has taken a step forward with an expanded, versatile and exciting palette with Nutri Color Filters: Metal-ice.

The ultimate tool to achieve metallic, cold and gleaming effects that change according to the light, Revlon introduces a new family of five shades to the Nutri Color Filters range of 25 intermixable direct color shades, which deliver customization at its best, adapted to a new generation of hairdressers. The time has come to see color through a different lens and to open up a world of multi-chromatic possibilities.

Nutri Color Filters promise a much-needed return to bold and daring colours. It's time to lower the temperature and see colour through a metal-ice lens, with new sophisticated cool metallic shades that are set to become the key trend of the season.

Discover more about
Nutri Color™ Filters and their
mixing possibilities at:
revlonproshop.com/login

PEDAL TO THE METAL

Introducing new Nutri Color Filters: Metal-ice



2 NEW SHADES TO BREAK THE ICE

More metallic than ever, the Nutri Color Filters range expands with the addition of two new metal-ice shades: Mauve Blonde and Iced Rose. Perfect options to create cool, shiny and personalized multi-colored results.



3 BEST-SELLING SHADES

The metal-ice family is completed with three of our best selling shades: Intense Platinum, Pale Platinum and Intense Silver – trusted tones for a more neutralized, cooler and metallic finish.

Shades are created to play with, with colour formulas that have been designed for precision and excellent performance across the board. There are different ways to use Nutri Color Metal-ice Filters depending on the colour result you want to achieve.

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Colour NOTES

This month, we quizzed Heffy Wheeler, the mutli award-winning, Pulp Riot-educating salon owner on her colour influences



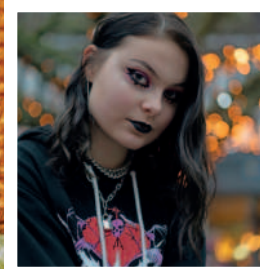
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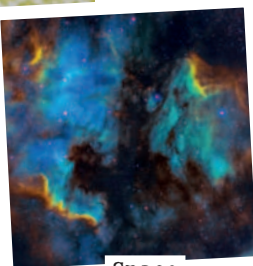
Rainbows



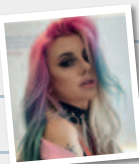
Christmas decorations



Emo Aesthetics



Space



Where do you go for colour inspiration?

Social media means we can connect with creatives all over the world and we have access to unlimited inspiration in many forms. I love to take reference from what others are doing but enjoy using inanimate objects for inspiration. So many times I have been out and have seen colours together that I have just had to take a photo of so I can recreate them, whether that's a landscape or Christmas decorations.

What are your favourite colouring techniques at the moment?

I'm obsessed with the 2000s alt influence that has been re-emerging for a while now thanks to apps like TikTok. I am really enjoying the heavy placements, stripes, streaks and real colour clashes as it is such a refreshing change after years of clients requesting soft blended looks.

What colour trends are you pleased to see out of fashion?

The 'black into silver' trend most definitely. Clients would come in with a box dyed black hair "just" wanting a silver on the ends, which resulted in a lot of disappointment during consultations when they realised this was a lengthy process. The maintenance appointments once the black root grew too long and the clients wanted the silver higher were truly stressful.

Are there any colouring trends you'd like to bring back?

Definitely early 00s emo. I absolutely loved experimenting with my hair when I was an emo kid – it was the main way I expressed myself and it's how I realised the hair industry was where I needed to be. Now it's trending again, it's been fun thinking up modern spins on older DIY techniques.

What's been your most memorable colour consultation?

Shortly after opening my salon, we made the move to go fully digital, removing any need for a salon phone. I realised on my first digital consultation that they worked really well and allowed me to give exceptional customer service before the client has even stepped into the salon. It really does help to create a real sense of familiarity when they do arrive for the patch test or appointment.

What colour creation makes you most proud?

I adore corrective colour and big colour changes. I love changing my own hair and thinking of outside-of-the-box ways to make my clients' hair dreams come true. I create videos and share them on TikTok and have been able to build a massive following.

What do you enjoy most about your job?

Being able to be creative, hanging out with my amazing clients, working for some amazing brands as a creator and educator – these are just a few things I love. At the core of everything is my salon and team because I love inspiring and training the next generation through apprenticeships.

What advice would you give to a trainee colourist?

Nobody is perfect and we all make mistakes. Do not be disheartened if something goes wrong because every mistake is a stepping stone to figure out a way to do it that works better. And don't forget to photograph everything! I have pictures on my Instagram from years ago and I absolutely love looking back at them for inspiration. **HJ**

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TRACEY DEVINE SMITH FOR ASP



These old and new colour techniques are set to be big news for 2022 – the experts share the colour service trends that you need to know about

LUXURY BRUNETTE

With supermodels and celebrities making the switch to the dark side, Neville Hair & Beauty colour artistic director Seniz Alkan has devised the 'Luxury Brunette' colour service.

Seniz explains: "We're moving away from the flat one tone all over, which can be achieved by anyone, and instead focusing on multiple shades to achieve dimension by intermixing different tones, and creating custom blends that will best suit your facial features and skin tone. This hair shimmers and glimmers in natural light, the end result is multi-dimensional with depth." Seniz recommends discussing what the deepest and lightest shades will be during your client's consultation, placing them to enhance their hairstyle and completing with a high-shine finish to tap into this growing trend.



BARRY MADDOCKS AND JO EYKIN

HAIR FROSTING

Hair frosting is one of the buzziest hair colour trends that's sweeping social media. But what makes it different to traditional highlights? The technique involves lifting fine ribbons of hair to a lighter colour with a freehand technique. The contrast against a darker base gives a soft glistening effect to the hair, much like its namesake suggests. "Hair frosting or thread lights is a beautiful way to intricately place colour, giving the illusion of a shimmer and shine running through the middle and ends of the hair," says ASP ambassador, Tracey Devine Smith. "It's a subtle effect which works best on lighter bases of 7 and above. My go-to product for this is Spirit Lights by ASP. It's our version of a clay lightener and is ideal for hand painting or threading baby lights. Use on small sections in the mid-lengths for best results," she says.



L'ORÉAL PROFESSIONNEL

FRENCH GLOSSING

Adam Reed, L'Oréal Professionnel Paris editorial ambassador, explains how French Glossing takes a twist on the traditional gloss services, with a bespoke approach. "This is such a beautiful technique because it creates depth on the roots that grows lighter at the ends, and it works with every hair type and texture," says Adam. "Rather than an all over rinse, French Glossing involves a two-step technique where permanent hair colour is applied at the roots, and a gloss is added on the lengths and ends," he says. "This revives the colour and creates a smooth gradient." The result? "A seamless colour that screams 'Parisian chic'," says Adam.

ROBERT EATON
BRITISH HAIRDRESSER OF THE YEAR

PINTURA

Pintura – Spanish for painting – is the perfect technique for clients with curls or textured hair who are looking to add dimension says Sharley Viola, Afro and textured hair educator for Blue Tif London. "Pintura highlights is a great technique to use when you want to achieve curls that pop with colour, as opposed to traditional highlights that can easily get lost amongst the curls," she explains. "The pintura highlighting method involves working with the natural curl pattern, picking up the curls where you would like to see colour and freehand painting."

DOMENICO CASELLA



SHATUSH

Similar to Balayage, Shatush involves wrapping the hair around a cone and free-hand painting the lengths with your fingertips. "Shatush is a free-hand technique that only highlights hair that would be naturally sun-kissed. It's the perfect colour service for those wishing to add dimension to their hair," says Domenico Casella, senior colourist at Neville Hair & Beauty. Hair that is closer to the cone remains darker, whereas hair towards the outside looks lighter, resulting in a naturally sun-kissed finish. "Shatush is graduated at the roots, but lighter around the face and on the lengths and tips of the hair. The look suits everyone wanting to achieve a natural looking colour, and is perfect for the hair health conscious as the technique does not require foils," adds Domenico.

WELLA PROFESSIONALS



SHINEFINITY GLAZE

With liquid hair and hair health at the forefront of client's wants, glosses and glazes add richness to the hair while imparting shine, with less damage. "Shinefinity is all about soft, low commitment, zero damage and zero lift results," says Jordanna Cobella, Wella colour craft expert. "The palette is divided into cool warm and natural tones, leaving the hair with incredible shine and soft beautiful tones." It's ideal for clients who are looking to experiment with colour for the very first time, or to refresh hair in between colour services.

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In this
project of
'hair love',
Zoë Irwin
delves into
youth trend
through the
eyes of East
London's
Gen Z

The Dalston Project

HAIR: SHANNON GALLACHER & ZOE IRWIN ON COLOUR, ASSISTANTS: JOHN ALFRED, ANTON ALEXANDER, RHEANNA WOOD, CHARLES STANLEY, MAKE-UP: ELISE PRESTLEY, STYLING: ZOE IRWIN, PHOTOGRAPHY: AGNES TRAWCZYNSKA



THE ULTIMATE BOND

Uberliss launches a high performing patented bonding treatment for the professional haircare market



There are countless bonding treatments in the market that promise to strengthen and protect hair during colouring and bleaching. The Uberliss Bond Treatment is the first and only treatment to take bond regeneration to the next level. What gives the Uberliss Bond Treatment a further edge over competitors is that there is no need to increase the developer or change processing time. Uberliss is a professional hair care line manufactured in Chicago, Illinois, US and is available in the UK from Avlon Europe.

What's in the Uberliss range?

The Uberliss Bond Treatment consists of four products. The Bond Regenerator, Bond Shampoo, Bond Amplifier and Bond Sustainer. The Bond Sustainer is also available in a range of colours and can be applied by hair stylists as a direct dye on pre-lightened hair for optimal coverage and vibrancy, or to add dimension and refresh existing colour.

How does Uberliss work?

The Bond Regenerator creates a cross link to generate new bonds in damaged hair fibres caused during bleaching and colouring. The sulphate-free Uberliss Bond Shampoo is used to prep the hair before the Bond Amplifier. The wrong sulphate-free shampoo can very easily erase any colour protection benefits delivered and Uberliss Bond Shampoo helps lock in results. The Uberliss Bond Amplifier is then used to reinforce the newly formed bonds after bleach or colour is rinsed out, and helps to reduce hair porosity and eliminate combing damage. Finally, the Bond Sustainer can be used as a weekly conditioning treatment to continue to keep the bonds generated by the Uberliss Bond Regenerator healthy and strong.

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- Permanent colour
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- Stand-alone treatment
- Keratin treatment
- Permanent waves

STYLISTS CAN ALSO

- Retail the Bond Sustainer and Bond Sustainer Colour as a take home treatment for clients

For more information, email info@avloneurope.co.uk

“Each model had a moodboard of their influence from basketball player Dennis Rodman to early sixties pictures of Mick Jagger’s bowl cuts. We designed these colours cuts and shapes together. This is the hair that defines youth culture their way.”

Zoë Irwin

UNMANUFACTURED

With street-cast models and a photographer that self-taught during lockdown, Sally Brooks' collection is raw and real, and reflective of the times we live in

“My ‘Unmanufactured’ collection celebrates teamwork. I removed the elements of ‘safety’ working with street casted models, high street clothes and a friend that used lockdown to teach himself photography. It shows the grit and determination and the changing face of our industry.”

Sally Brooks

CRAFTWORK

Showcasing
a multitude
of textures –
from bold to
handcrafted



“I used a myriad of techniques to manipulate the hair – 3D printing, braiding and graphic, precision cutting with juxtaposed colour. I wanted to demonstrate that a style can be worn by anyone, at anytime, anywhere.”

Cos Sakkas, TONI&GUY

HAIR: COS SAKKAS, MAKE-UP: LAN NGUYEN-GREALS, STYLING: VERONIKA GREENHILL, PHOTOGRAPHY: JACK EAMES

Extraordinary
work and
exceptional
creativity
combine
in Angelo
Seminara's
collection

65

Shot of COLOUR



HAIR: ANGELO SEMINARA, COLOUR: ANGELO SEMINARA AND TAKASHI KUROKAWA USING ELUMEN BY GOLDWELL, MAKE-UP: DANIEL KOLARIC, PHOTOGRAPHY: TXEMA YESTE

67

“I’m obsessed about achieving the unachievable. I want to take the viewer to a brave new world where hair creates curious new shapes, textures, and colour.”

Angelo Seminara

FREEDOM *to be* YOU

Bold styling, sharp
cuts and big curls come
together

“This collection celebrates freedom – the freedom for women of colour to express their culture and their hair their way, without bias or limitations. The styles range from Natural hair to chemically-arranged tresses – all delivering beautiful, conditioned hair that is uncompromised.”

Avlon Education team





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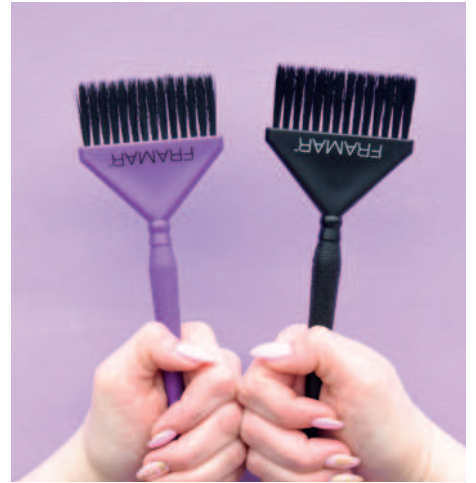
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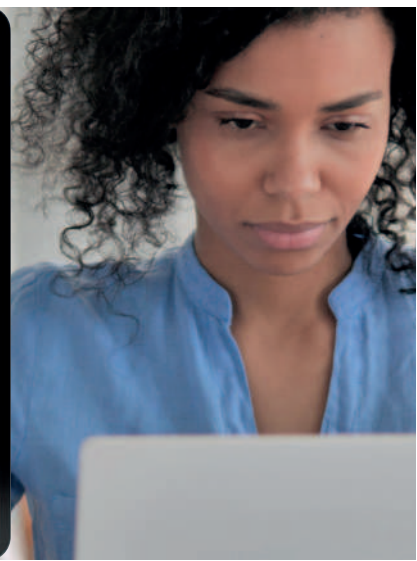
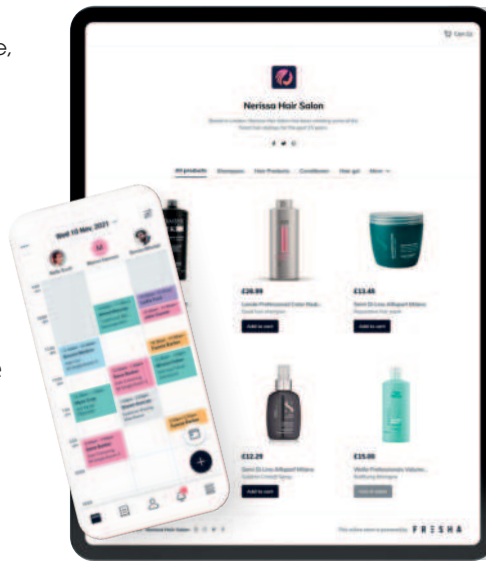
Create your Fresha store easily and quickly!

It's natural to want to impress clients, so if you're worried you don't have the technical skills to create a professional looking online shop, Fresha has made it so simple and intuitive, any salon can have a fully functional store in minutes.

"Within just a few clicks, you can personalise your store with a logo, store name and a description. Adding products is very easy too and you can also add social links, so all your customers will know that you're now trading online," says Fresha co-founder Nick Miller.

It's time to tell your clients about your new store!

Once your store is set up and ready to go, it's time to let your clients know. With a unique link generated for your store, it's easy to promote it



on social media, and via marketing emails and text messages available within the Fresha platform.

With delivery and collection options available, salons can offer clients the choice of collecting their purchase from the salon, reserving it for when they attend their next appointment, or it can be shipped to their home, workplace or specified delivery address.

Online payments that are easy, contactless and upfront

To ensure smooth and seamless payments to your online store, Fresha Payment Processing is the perfect way to collect online payments. First, partners receive money upfront, and of course, it's contactless too. And if for any reason a refund needs to be processed for a purchase made on your online store, that's easily done at the click of a button.

When activated, Fresha simply charges a transaction fee of 1.29% + 20p, so partners only pay as they sell.

William Zeqiri, Fresha CEO and founder says: "The potential for online retail in the hair, beauty and wellness industry is huge, and many salons have yet to take advantage of this. Fresha Store is a big step in the right direction, as we've made it easy to create a store within Fresha. As part of our feature mix, it means our partners have everything in one place, which simplifies their business lives too. Their clients are comfortable shopping online with other retailers and e-commerce businesses, and it's become a big part of our lives as shopping trends change. Salon businesses need to be part of this transformation and now they can."

F R E S H A

Join Fresha and set up your online store for FREE today at www.fresha.com/for-business

HAIR: ANJEE MCPHERSON, SCARLETT DODWELL AND KIMBERLEY FLETCHER, MAKE-UP: LAWSON WRIGHT STYLING: CHARLOTTE SUMMERS PHOTOGRAPHY: MARIE HARKNESS



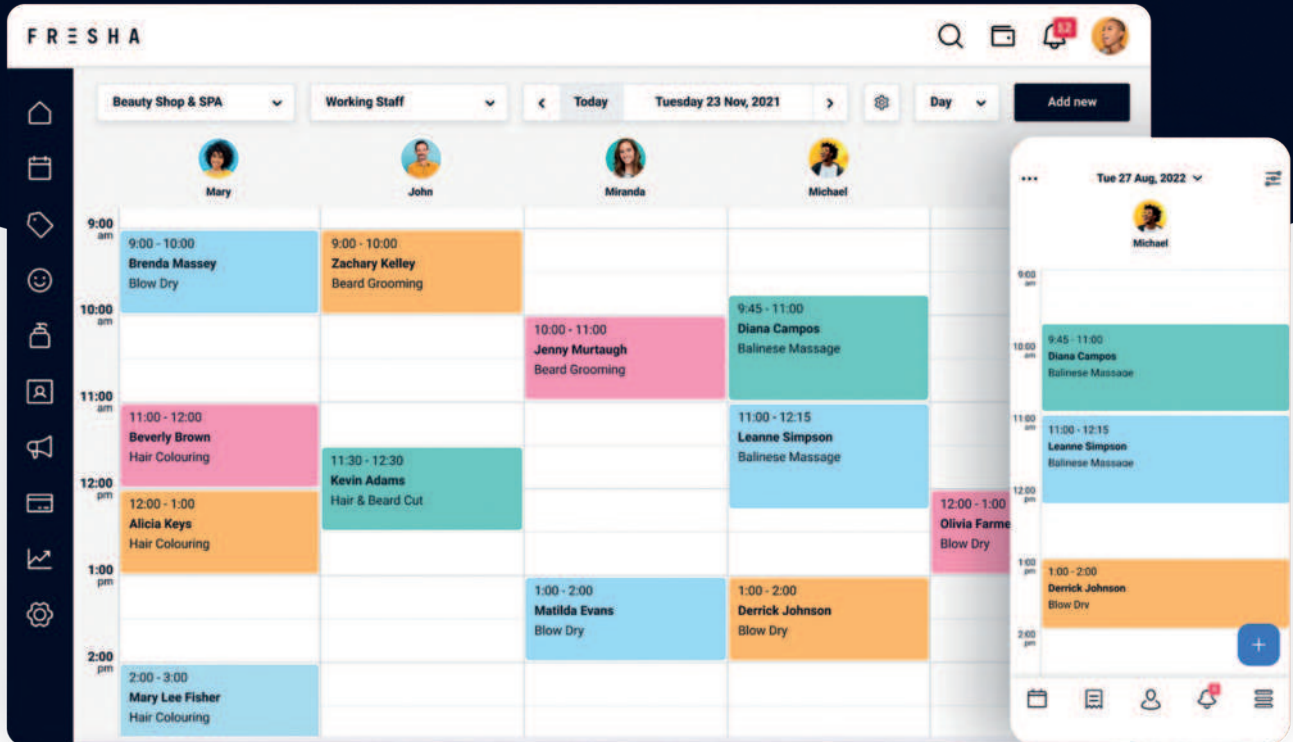
“Our annual Hidden Heights team collection shows a modern day spin on 70s glam. We embraced sculptured techniques with warm wearable soft natural looks.”

Hidden Heights team

Collection | 2022

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celebrates that inherent individuality and
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“For this collection, the models themselves and their own individuality have provided the inspiration for the creative team. It’s a continuation of a journey that we embarked on a few seasons go.”

Mark Hayes Sassoon
International creative director



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1 Top-Notch Textures

Alfaparf Milano has introduced new texture treatments to the Semi Di Lino Cellula Madre range, offering fast and effective services.

RRP: £10.95 each

2 Intro to Blonde

Ditch unwanted yellow and orange tones for clean blondes with ASP's new Blonde Full Intro Kit, which includes 14 products.

RRP: £191.30

3 Across the Spectrum

With 96% naturally derived ingredients, Aveda's Full Spectrum Permanent Vegan Treatment Hair Colour enhances colour penetration and processes faster.

4 High and Dry

Davines' new Dry Shampoo is ideal for refreshing hair and absorbing excess sebum, oil and impurities without leaving residues.

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5 Cut Your Losses

Maintaining the classy offset shape of its best-sellers, Glamtech EVO evolves the comfort and results of its latest scissors.

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6 Don't Gloss Over

The brand new Colorance Gloss Tones by Goldwell are liquid demi-permanent, delivering unmistakable shine and maximum performance in only 10 minutes.

7 Ash-tounding

Four new shades – Ash Chocolate and Intense Ash in differing strengths – are now available from Indola's PCC Cool Hues range.

RRP from £7.06

8 Pick Your Blade

With multiple variants of its Precision, Essential and Thinning scissors, KULTURE74's new range caters to all types of cutting.

Trade from £29.90

9 Back on Track

The latest entry in L'Oréal Professionnel Paris' Serie Expert Chroma Crème range are two variations of the Colour Correct Shampoo.

RRP: £16.50



10 Leaf



11 Moroccan Oil



12 PUMP



13 Revlon Professional



14 Siren



15 Schwarzkopf Professional



16 Kao Salon Division



17 Wella Professional



18 Zen

10 Steel the Spotlight

Adding to its already stellar sustainable lineup, Leaf introduces the PURE STEEL scissors range, including cutting and texturing variations.

RRP from £120

11 New Conditions

For blonde, lightened or grey hair, Moroccan Oil's Blonde Perfecting Purple Conditioner counteracts brassy tones with violet pigments

RRP: £18.85

12 Pump It

Featuring a unique blend of botanicals, eco haircare range PUMP is now available to purchase in the UK exclusively from Regis and Supercuts, catering to a variety of hair types.

13 Cool as Ice

Mauve Blonde and Iced Rose are the all-new shades introduced to the Revlon Professional Nutri Metal Ice Color Filters.

Trade from £9.30

14 Amazing Argan

Leave hair feeling revitalised with new Argan Oil Shampoo and Conditioner from Siren, by Sheree Thompson.

Trade: £12.99 each

15 So Fresh, So Clean

Bringing the power of vegan keratin to a professional formula, Schwarzkopf Professional launches Bonacure Clean Performance.

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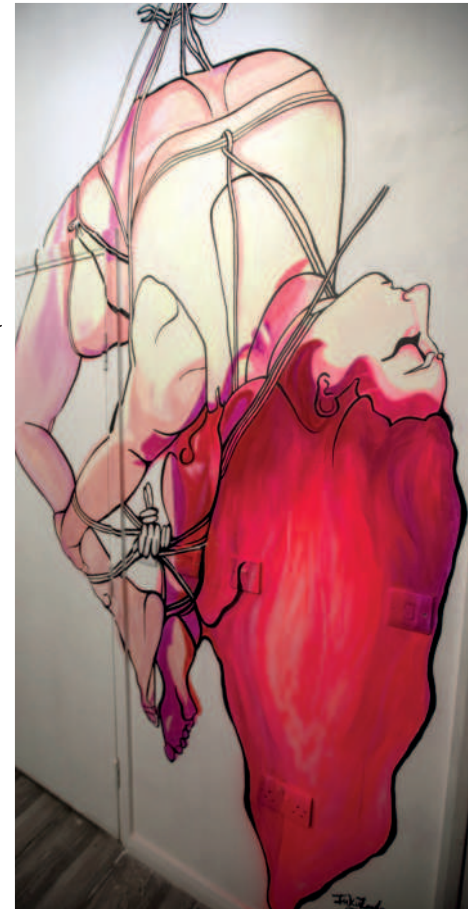
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"We wanted to create an inclusive and safe space for people of all backgrounds and persuasions, and with that in mind, the salon follows a gender-neutral pricing structure"



Harness the POWER

The décor of Harness & Mane is inspired by the fetish and kink scene, and aims to deliver high end services in an open-minded setting

Harness & Mane has a buzzing clientele – from fetish models to designers from the alternative scene. Their clients also include people who are either trans and newly transitioning, but also anyone who is looking for a luxurious yet unique salon. “We wanted to create an inclusive and safe space for people of all backgrounds and persuasions, and with that in mind, the salon follows a gender-neutral pricing structure,” explains co-owner Gunel Kelly, who owns Harness & Mane along with her husband Hughie.

The building was a completely empty, newly-built shell, when the duo took it on in 2019. Gunel and Hughie had already built up a large clientele privately in the Walthamstow area, and had been on the look-out for premises that would give them presence on the high street. “It didn’t hurt that the space we opted for was only 50 metres from our house! It was very convenient for us to manage the renovation/build and it’s just a hop, skip and jump to get to work in the morning!” Gunel adds.

Elements of the fetish scene are peppered throughout – but they might not be immediately obvious to people outside of the kink world. They include a large Shibari (Japanese rope bondage art) wall which separates the main salon area from the backwash area, and fetish O-Rings which adorn the panelling and reception area. “Although the game is kind of given away when customers venture to the kitchen where there’s a fetish mural and in the bathroom we have a cage for disobedient customers!” adds Gunel.

Gunel was refreshingly pragmatic

about the design and refit of the salon, explaining that the build had to be done in two stages, due to budget restraints. Phase 1 got the salon to a stage where they could open the doors and make some money. Then, by phase 2 in 2021 Gunel and Hughie had a much clearer idea of where they wanted to take the brand – and more importantly they had the money in the bank to execute it well.

On the design process, Gunel wanted to find a team that fit with the Harness & Mane aesthetic and ethos. “It was important to find interior designers who really ‘got’ our fetish hair salon concept, and so instead of looking for salon retail design specialists, we looked for companies with experience in the fetish world. That’s how we came across Sin in Style,” she states. Run by two sisters from Poland, Sin in Style have designed dungeons and fetish club spaces throughout Europe and they also offered branding consultancy services. “Diana Holod worked on the interior design, and really got what we were trying to achieve. Monika Holod worked on the brand development – it really made sense as they could feed into each other’s work and keep the project cohesive,” Gunel explains. Case in point – in the colour mixing area there is a wall-sized fetish mural (painted by fetish artist Layla Mohammed) featuring a model being suspended from her legs and arms in a Shibari pose.

When asked what the best thing they did was, Gunel responds: “we loved creating a salon that not only looks amazing and is profitable, but is also a space that reflects our own interests and is an extension of our personalities.” It’s what every salon owner dreams of, right? **HJ**

GUNEL AND HUGHIE'S TOP TIPS

1 Meet your builders

When selecting a builder who you have not already worked with, go and do the initial meeting at one of their other sites. Builders are great at talking a good game, but if you go and meet them on another job, you get to check out their work first hand.

2 Think outside the box

If you are hair salon with a particular theme then look for contractors with experience in that theme, so they ‘get’ what you are trying to achieve.

3 Relax and let off steam

Have a pub within 50 meters of the salon... you’ll need it!

KEY FACTS

Name: Harness & Mane

Address: 289 Forest Rd, London E17 6HD

Owners: Gunel & Hughie Kelly

Size: 4 stations, small boutique salon

How long have you been in the premises: Opened in Feb 2019

How many staff: 7
Budget: Done in two stages, totalling about £50k

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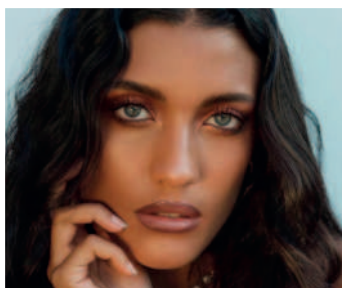
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Sustainable salon owner, award winner, innovative marketer – Cally Borg’s insights are industry-wide and forward-thinking, plus she’s flying the flag for home salons

What was your journey into the industry?

I started as an assistant at John Carne, Wimbledon, before moving to TONI&GUY and Charles Worthington. After suffering from an injury, I decided to venture into the freelance world and, within a year, I was working as a session stylist for magazines, television and events.

What does marketing mean to you?

Marketing myself has drawn in the right opportunities like a magnet, resulting in rapid growth in my business, even during the pandemic. I believe opportunities are everywhere, you just have to be open minded and willing.

How are you championing sustainability in your business, Cally Borg Hairdressing?

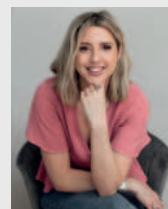
We recycle paper, plastic, chemicals, foil and hair, and we use eco-friendly towels (Scrummi) and brushes. All of my colour range is natural, organic and vegan, with packaging that is made from recycled material. My styling ranges are also fully sustainable, natural and organic and I have chosen brands that support small salons.

Who is inspiring you at the moment?

I am always inspired by Dom Lehane, who interviews a host of different hair stylists. I also love what Rae Palmer is doing for the industry with 'WELOVE', a community of hair stylists that share the passion of sustainability and holistic hairdressing. I am proud to be an art director for the WELOVE Art team, after Rae spotted me on social media.

What's next for you and your career?

As well as continuing as a commercial session stylist for photoshoots and events, my key goal is to change the stigma for home salons. I have created a six-figure business from mine and see it as a lucrative opportunity, so I want to share my knowledge by mentoring other stylists to do the same. I have also been given the position of the UK ambassador for TUFT Professional, using my social media marketing to launch the brand in the UK by educating consumers and salon owners. 



2012

Became Amanda Holden's personal hairstylist for three years

2016

Worked backstage at London Fashion Week

2018

Launched her own salon, doubling clientele within a year through social media

2020

Won Surrey Hair Stylist of the year, leading to her joining the WELOVE artistic team

Life THROUGH A LENS

Anthony Grant



Anthony's work is all about empowered women who aren't afraid to express their femininity and sexuality, here the Avlon advocate shares his seven favourite images



Colour pops

1 Strong neon colours were used to create this street-style look. My images show women wearing their hair, not the hair wearing them.



Model muse

2 This model was a muse – I've used her for several years in shows, shoots and seminars. This Grace Jones-inspired image made me a finalist at the British Hairdressing Awards.



The missing piece

3 I love this 70s style Afro shape – I wanted to create a looser texture through the hair. It's from my Space odyssey collection, which was influenced by my music.



Smooth operator

4 A modern-day version of a Purdey haircut taken from the Rebel Roots collection – which focused on the girls that break the rules.



Rainbow grunge

5 I've love using creative colour and editorial styling to express individuality. This shot from the Kaleidoscope collection experimented with colour and graphic cuts.



Double trouble

6 This was the first time I'd done a group shot. My Neon collection mixed graphic shapes with soft texture and drew from different colour palettes.



Mullet over

7 The Levitation collection centred on soft and beautiful flowing shapes. Yes it's a mullet, but it's still incredibly feminine.

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