

## A View From the Shop

Beauty pros paint the praises of open color dispensaries.

Socializing with fellow color recipients puts clients at ease while receiving color services at Tangles' Color Bar, located in Evans, Georgia.



It's common knowledge that having a public color dispensary is an industry-wide phenomenon. But now, with a few years of history under its belt, this tell-all marvel is morphing into a marketing tool that goes far beyond just spotlighting the mixology prowess of colorists. "Thanks to the advent of flat panel TVs, we're now encouraging salons to install this type of media in the color area to promote their services and activities, rotate the latest hairstyles and color designs, and run fashion shows to create an inspirational *and* educational experience for clients while their colors are processing," says David Osgood, director of sales and marketing for Interiors by R.G. Shakour.

"Our color-mixing station is in full view," says Jeff South, owner of Intrigue Salon in Marietta, Georgia. "Clients receive a passive education on what it really takes to create a custom-mixed, professional color formula. I believe this is partly why 80% of our salon's clientele receives some form of color service."

Osgood also shares that, with the economy in chaos, a color dispensary might be a wiser use of income-generating space as opposed to operating multiple skincare rooms.

"Converting one skincare room into an open dispensary alleviates the problems associated with keeping multiple skincare rooms staffed and busy, while helping owners to dedicate more energy and space to their salons' core business—hair services," opines Osgood.

Feeling cautious about spending money on even a small redesign? No worries. When it comes to creating open dispensaries, there's a budget for every owner. A case in point:

Four years ago when owner Jim Root opened Root Salon in St. Paul, Minnesota, he decided to keep things "clean and inexpensive," while still strongly focusing on what would bring his salon the most income—color. "A lot of owners think that they can't afford the investment.

This concern, at least in most cases, isn't true,"

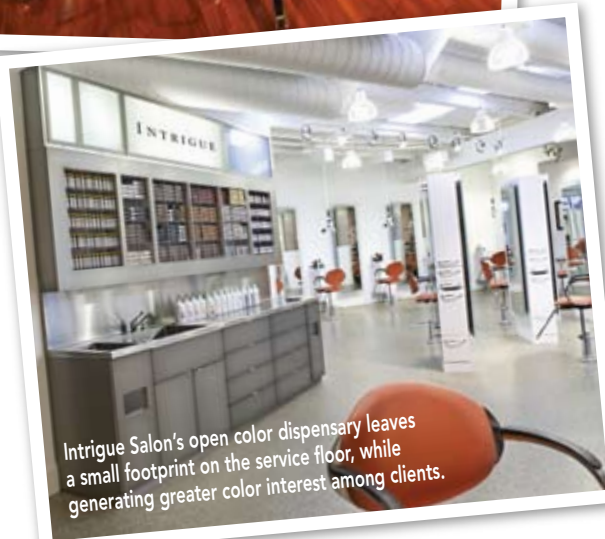
Interiors by R.G. Shakour promotes new open dispensaries that contain flat screen TVs where rotating images and DVDs enliven the client color experience.



"Our color area has resolved one nagging problem that plagues nearly every salon: sloppy dispensaries," notes Jim Root, owner of Root Salon in St. Paul, Minnesota.



Intrigue Salon's open color dispensary leaves a small footprint on the service floor, while generating greater color interest among clients.



notes Root. "Our space used to be an apartment with a small furnished kitchen. I knocked out the kitchen walls, tossed the refrigerator and stove, kept the dishwasher and sink, and bought cabinets and countertops at IKEA [affordable furnishings store]. I then purchased a \$125 stainless steel table at another discount store. The end result: a \$500, 9' x 6' color area that's much smaller than what we would have needed for a walled dispensary, yet plenty big enough for one that's in full view of clients."

# New Rules of Cool

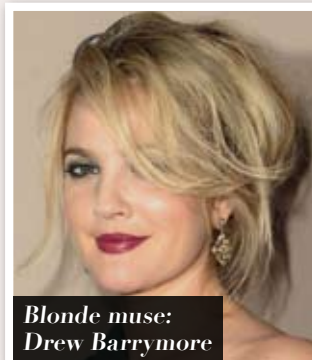
Redken's Fall/Winter 2009 Haircolor Forecast predicts a chilly color season.

**Tracey Cunningham**, staunch supporter of Redken haircolor and colorist to an A-list clientele (Cameron Diaz, Drew Barrymore and Lindsay Lohan to name a few), foresees an icy beauty season ahead. Cunningham believes this cool trend can be accomplished by making tonal adjustments to clients' current color designs. "Color placement won't be making a major shift in the upcoming season, but the overall color palette is decidedly cooling down," Cunningham explains. What exactly should stargazers expect to see on the red carpet come September? Read on to find out what this celeb color specialist predicts for the upcoming fall/winter season.



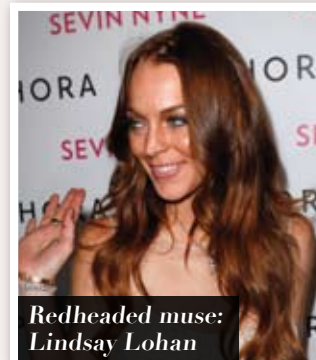
**Brunette muse:**  
Fergie

**Trend #1: Brunettes:** "Deeper haircolors will take on an overall cool palette," foresees Cunningham. Think Fergie's shade—a dark, chestnut base with light, freestyle highlights peeking through to give the overall haircolor design an easy yet flawless effect.



**Blonde muse:**  
Drew Barrymore

**Trend #2: Blondes:** Cunningham reveals that "nearly platinum blondes will captivate pale-minded clients this fall." Think Drew Barrymore's breezy blonde that's already a sensation among fair-hair beautynistas.



**Redheaded muse:**  
Lindsay Lohan

**Trend #3: Redheads:** Deep, chilled-down reds with a few cool, blonde highlights will put wannabe redheads over the moon. Cunningham relates, "Think Lindsay Lohan, who recently returned to her original roots as a true redhead."

## Headin' Uptown

Celeb colorist and fashion runway stylist Ricardo Rojas dishes on his color makeover for the stunning Christie Brinkley.

**The ultimate Uptown Girl, Christie Brinkley**, recently regilded her golden locks courtesy of Ricardo Rojas, owner of the Ricardo Rojas Hair Studio in NYC. For the color reinvention, Rojas—who's renowned for his work on the Jean Paul Gaultier, Dolce & Gabbana and Versace runways—closed down his Manhattan digs for the day to keep



**Christie Brinkley**

celeb-seeking gawkers at bay. "She wanted a change in her haircolor, which was too white for the season," Rojas relates. "I added a warmer, sandy base and chunky highlights to play up her beautiful blue eyes."

Color alert: Rojas doesn't believe in toning the überpale set. Instead, he uses his own "valiage" technique, which involves using balayage to create the highlights, and then finishing the color design with his super-secret Ricardo Rojas Signature Treatment—a combo of several conditioning components that's applied in eight layers to "make highlights look incredibly expensive" without toning. (Psst: The Japanese-based Milbon Thermal Reconditioning treatment is the only component of this highly classified combo that Rojas will divulge.)—Victoria Wurdinger

[for • mu • la bar]

**Haircolor:** Wella  
**Natural Level:** 6  
**Existing Haircolor:** Level 11, neutral  
**Hair Texture:** Medium  
**Hair Condition:** Slightly dry

**FORMULA:**

**Base:** Color Charm, 60 ml 7N (medium natural blonde) + 20-volume developer  
**Highlights:** Blondor Lightening Powder + 20-volume developer

**PROCEDURE:**

**Step 1:** Apply Base to the regrowth only.  
**Step 2:** Using Highlights formula, freestyle paint highlights throughout the hair, making them chunkier near the face. Lighten to palest blonde.  
**Step 3:** Shampoo, apply Ricardo Rojas Signature Treatment, and process with heat for 45 minutes.

## HIGHLIGHTS



# Color Sleuthing

The Wella Professional Myths & Facts Survey reveals the beliefs and habits of color clients.

**Want to know** what your clients are *really* thinking about different aspects of haircolor and related products? Their top color choices? Their visitation habits? To get to the bottom of these color conundrums, Wella Professional surveyed 1,000 female clients to find out more about their color habits *and* beliefs. Here are this curious company's discoveries:

**Finding #1:** An amazing 69% of the women surveyed say that they rely on beauty pros when seeking haircolor intel; 7% read magazines to glean tips; and only 4% rely on friends' advice.

**Finding #2:** Of all respondents, 46% report that they receive dimensional coloring (especially highlighting) services; 35% get overall color; 4% maintain fashion accents; and 1% receive glossing services.

**Finding #3:** A marvelous 91% of respondents agree that coloring their hair leaves it shinier; 89% say that it leaves it in better condition; 29% say that color services improve the overall health of their hair.

**Finding #4:** A full 55% of women say that they haven't colored their hair in the past year because they like their natural color; 3% say that they don't color their hair because they don't have noticeable grays.

**Finding #5:** Almost half (47%) of respondents reveal that they don't know the difference between semi-, demi- and permanent haircolor.

**Finding #6:** An overwhelming 73% think that it's important for their colorists to know their personality *and* to make small talk during their appointments; 38% say that if they were to throw a party, they would invite their colorist.

**Finding #7:** Wella Professional surveyors concluded that 79% of respondents believe that professional products help keep their haircolor from fading between appointments.

**Finding #8:** Nearly three-quarters of all respondents (74%) say that they rely on their colorists for color change suggestions versus being influenced by the ever-evolving color palettes worn by celebrities.

**Finding #9:** Stretching their color appointments well beyond the traditional monthly cycle, 22% of women report that they now have their hair colored every two to three months; 18% receive color services every four to six months.

**Finding #10:** Confirming the power of color to influence clients' self-image, 69% of women report that they feel more attractive immediately after having a color service; 61% feel more confident.

# Color Smarts

## Pravana Naturceuticals rolls out the online Chromasilk Hair Colorist Certification Program.

**No time and no funds** to travel to a certified color course? No problem! Pravana Naturceuticals is now offering the Chromasilk Hair Colorist Certification Program online...free ([www.pravana.com](http://www.pravana.com))! The Chromasilk-centric, four-module program provides solid education in (1) Hair Color Theory, including consultation techniques and how to identify underlying pigments; (2) Chromasilk Hair Color, an A-to-Z guide of this natural-based brand; (3) Application, which addresses everything from basic touch-ups to color balancing; and (4) Formulation, which discusses a wide range of topics, including single-process blondes and ways to create long-lasting reds. Each module includes a course overview and specific learning segments, followed by a review and quiz. After successfully finishing each module, colorists are awarded a certificate, which can be directly printed from the website.

