

A La Mode



Day spa owners with top-notch salon departments report that haircolor services exert a positive influence on

every department of their businesses. "Clients can go many places to receive a great facial or a wonderful massage," says Cindy Sheikh, owner of Master's Touch Salon and Spa in Falls Church, Virginia. "But once you succeed in giving them their dream hair color, they're your clients for life. We've strengthened our spa business considerably by offering the latest in haircolor technology, techniques and fashions that simply can't be duplicated by less progressive businesses or, heaven forbid, by clients doing their own hair color at home."

Heavily swayed by the September 11 tragedy, subdued yet richly appointed haircolor designs are joining the "hearth and home" movement that's influencing everything from reassur-

Color Coordinated

ingly soft designer fabrics to cozy home environments rivaling the best cocoons found in nature. Right in line with plush fabrics, aromatherapy candles and luxe linen waters, hair color is taking a "better than natural" approach to haircolor fashion by embodying multidimensional designs derived from harmonious color families such as golden blonde, caramel and light auburn brown.

By J. Elaine Spear

"The newest designs radiate a visual richness that I like to refer to as 'expensive hair color,'" says Sandra Carr, Haircolor USA colorist of the year in 2001, spokesperson for SoColor by Matrix Essentials and owner of Shear Professionals in Wooster, Ohio. "It's quietly dramatic, while making the complexion and the hair project a noticeably healthy glow. This trend toward intensely rich, understated color is being avidly embraced by many spa clients who prefer wearing tonal designs that stand out in a crowd without screaming for attention."

Color Options

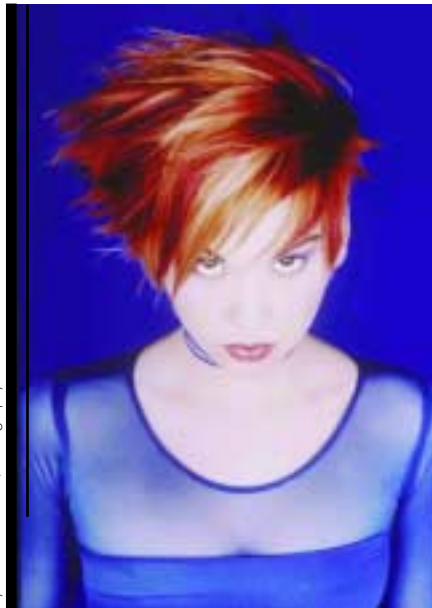
Carr is also quick to point out that this doesn't mean everything is quiet on the color front. Spa clients who love showing off a wild hair or two definitely have some exciting, stylish options. The Redlights Color Highlighting System by Matrix Essentials, for instance, offers vivid hues of red that can be used for foil weavings, chunky panels or baliaige (freehand) designs to create an overall radiance to the hair. Jet Lights by ARTec Worldwide, a specialty collection that's scheduled to be released in late summer 2002, offers high-lift fashion colors ranging from wild to subdued.

the opportunity to create a signature haircolor experience through customization. "We're using this concept to create a stronger marriage between hair color and shape by focusing on specific areas of the head," says David Stanko, noted colorist and director of technical development for Redken 5th Avenue NYC. "This can be something as simple as adding a few foils of color along the top hairline to emphasize a smartly cut fringe to something as comprehensive as strategically placing panels of three or more related colors throughout the head. This customized approach is ideally finished with sparkling, translucent color glazes to add even more richness and luster to the hair."



Stylist: Julie Provenzano; Photography: Sebastian Cimetta

Color can be conservative or outrageous like these provocative examples from Goldwell's Project Glossy 3.



Stylist: Violet Volovik; Photography: Sebastian Cimetta

Color Concerns

"When you take the time to talk to each of your clients about their haircolor concerns, you usually discover things that go way beyond creating an esthetically pleasing color design," says Sheikh. "Some clients may surprise you by sharing that they're focused on having a more natural color service. Others may express the fear that having both highlights and an overall color could seriously derail their schedules."

"Jet Lights—Jet Blondes and Jet Reds—are available in nine shades, including everything from extremely bright reds to rich, light hues such as sandy and ultra-light blonds," says Alan Bartfield, vice-president of education and shows for ARTec Worldwide. Both of these novel color lines are also designed to save colorists and clients time because they're one-step systems that lift and deposit hair color at the same time!

Spas can allay the fears of chemical phobics by offering translucent, gentle hair glazes like the tried-and-true Shades EQ by Redken 5th Avenue NYC or by offering a multidimensional foiling technique that effectively keeps hair color from coming in contact with the scalp.

Hair color also gives your business

Frank Shipman, owner of Technicolor Salons and Spas in Allentown and Bethlehem, Pennsylvania, comments that the new, extremely gentle Elumen deposit-only hair color by Goldwell provides a



Courtesy Wella Trend Vision 2002

Warm, natural-looking blond mixtures, like these from Wella's Trend Vision 2002 are perfect for an upscale look.



Courtesy Wella Trend Vision 2002

De-dusted
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translucent color quality when a single application of this color is applied to the hair. "The more applications you apply, the more vibrant the hair color becomes," he explains. "But even when applying multiple applications of Elumen, the hair remains incredibly healthy and lustrous."

With the newest haircolor formulations, your clients can flip from blond to brown to red without forfeiting the health of their hair. The newly revamped Majiblonde hi.B highlift niche line by L'Oréal Professionnel, for instance, shows off nine new pale-blond colors that use a 2:1 ratio of developer to color.

"This allows Majiblonde hi.B colors to deposit more Ionene G, a conditioning molecule that's both selective and protective," says Kathleen Mattie-LaSalle, director of technical services USA. "Ionene G is attracted to negative (damaged) sites in the hair, hence providing more protection to these areas. The effects of this conditioning agent are also progressive since each time the color is applied, more Ionene G is deposited into the internal structure of the hair."

In celebration of the new Majiblonde hi.B line, L'Oréal Professionnel is

releasing the youthful Fairy collection in fall 2002, featuring fairytale light-blond colors—golden, strawberry, neutral and cool blonds—worn by models that are draped in pale, nearly ethereal fabrics. The Fairy collection is accompanied by Baroque, a second L'Oréal Professionnel collection for fall 2002, featuring models wearing wonderfully rich, warm hair colors like copper, chestnut and auburn, and surrounded by posh, brocade fabrics and rich cherry wood furniture.

The newest demi-permanent hair colors help create a spa-like hair result by preserving the integrity of the hair fiber. This type of haircolor formulation uses 10-volume or less peroxide and is typically ammonia free. Colorists concerned about the health of the hair are now restricting their permanent haircolor applications to the regrowth, and refreshing the previously tinted hair by applying demi-permanent color to the shafts and ends. This prevents unnecessary damage to the hair and keeps the color looking fresh and vibrant much longer.

"De-dusted" is also a hot health topic that's being embraced by such companies as John Paul Mitchell Systems, Redken 5th Avenue NYC and L'Oréal Professionnel. De-dusting is especially important to health-minded spas. Mattie-LaSalle explains: "We now have Platifiz Precision for on-scalp applications and Platine Precision for foil weavings, chunky color placement and baliaige techniques," she says. "These products represent the future of powdered bleaches because they're healthier for stylists to use. We've added a polymer to our bleaches to prevent them from being released into the air. When you consider just how many containers of bleach busy colorists use each year—and how much bleach

potentially enters their lungs—it becomes clear that de-dusted bleach is an important breakthrough in professional hair color.”

Bridging the Gap

The more your spa staff knows about these more healthful color trends, the



Courtesy Clairol

The newest demi-permanent hair colors offer rich color without damaging the hair fiber.



Courtesy Clairol

easier it will be to get the two halves of your day spa working together effectively. The physical separation between the divergent salon and spa cultures—one high energy, the other dedicated to calm—sometimes includes philosophical differences,

with the spa department taking a natural approach to beauty while colorists support aesthetically pleasing chemical services. Even so, savvy spa owners know that the profitable possibilities presented by hair color can only be realized by creating a strong connection between these two departments.

Sheikh cross-promotes her Master's Touch spa and salon departments by giving color clients a 20% discount toward a future spa service such as a body polish, facial or massage. Shipman, on the other hand, skips any discounting in favor of strongly promoting interaction between his salon and spa departments through strategic consultations.

“It's amazing just how many people are unaware that they're wearing the wrong makeup or hair color,” says Shipman. “We encourage our ladies to have a complimentary makeup application after facials. Our staff uses this time to counsel them on the best color families for their complexions, including makeup and hair color. We recommend things like neutral hair color

Color Care

The haircolor boom has spawned a secondary trend: shampoos, conditioners and styling aids designed to extend the life of color applications. This movement is breathing more life into retail sales for spas specializing in hair color, allowing stylists to recommend entire haircare regimens—including mousses, pastes and waxes—with color-protective properties. Jim Markham has heated up product sales even more with PureOlogy, a line that's free of known color-stripping sulfates. Like other colorcare lines by companies like Rusk, Wella, ISO, Aquage and John Paul Mitchell Systems, PureOlogy formulations are packed with an abundance of antioxidants and UVA/UVB color-fade shields. Markham has raised the bar even higher, though, by offering a money-back guarantee if PureOlogy fails to halt color fade. The color craze is also spawning clever niche lines, including Eugene-Perma's Blush-Up Color Maintenance System that keeps hair color fresh and vibrant between regular salon appointments. “It's really the difference between couture and off the rack,” says Judy Leehmann, colorist and master educator for Eugene-Perma. “Using this company's color system, you can actually add your clients' own formulations to the Blush-Up Customized Color Shampoo. To keep their hair color looking as fresh as the day they left the salon, clients use this shampoo three days a week. On the other days, we recommend using the Blush-Up Daily Shampoo, a companion product that acts as a color protectant.”



Courtesy PureOlogy

and makeup for anyone with rosacea, and warm colors for redheads who tend to have pasty complexions. This often leads to a formal consultation with one of our colorists, and from there, a chance for us to develop a faithful color client.”

Shipman also offers service packages twice a year—during the spring and fall—to encourage clients to take a head-to-toe approach with their appearances. His fall 2002 package, for instance, consists of a honey-almond body scrub, a milk-and-vanilla bath and a hair glossing to boost the clients’ often faded hair color. Shipman reports that his spring 2002 package included a body polish and self-tanning treatment, as well as up to 15 foil highlights to kick off the lighter, airier fashions of spring and summer.

“We encourage all of our spa tech-

nicians to wear some sort of hair color,” says Shipman.

“They’re able to do this easily by trading services with our hair staff. This allows both parties to feel much more comfortable with talking about other aspects of our business to their clients and recommending staff members who care for their hair and spa needs.” ♦

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Educational materials like these from Matrix Logics keep stylists up to date on the latest techniques.