Transform Your Business with Haircolor

Up Your Color Game and Your Income

Florida Board of Cosmetology News

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For the Salon Owner and Beauty Professional Only
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ABOUT THE COVER:
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The haircolor business is booming in every way possible — even in the men’s market. Men still may not discuss it in public, but they are asking for color now more than ever.

Everyone and their brother are on social media, where they are exposed to the latest color trends and ideas — and this leads them directly into the salon with requests.

If you are currently a stylist who does mostly haircuts and styling, know that haircolor can double or even triple your current business. The simple act of adding a color service to an existing ticket can double that ticket.

If you are currently a stylist who does mostly haircuts and styling, know that haircolor can double or even triple your current business. The simple act of adding a color service to an existing ticket can double that ticket. Once you lock a client into receiving color services, you’ve instilled more loyalty — which means more repeat visits.

Why are haircolor clients more loyal than haircut clients? Because good haircuts are easier to find than good haircolor.

So how do you transform a cut client into a color client? It’s simple. Plant the idea in their head and then go from there. Offer six or seven highlight foils to start, just to brighten up their color, and charge a little extra. Be sure to offer some kind of additional color service to each client who sits in your chair, and chances are, they will take you up on it. Eventually, you will see your average ticket increase.

Offering color services is only the first step toward maximizing your color profits. After your clients begin coloring their hair, it’s important to educate them on the importance of haircare for color-treated hair, to ensure color retention. Once they know about any unique products you have available, they are more likely to purchase products from you. This can turn into a constant income stream, whether you’re on commission, renting or an owner. Clients who purchase products from you have more reason to return — especially if they keep their products in the shower. As soon as they run out, they know they need to call you.

Finding and building good relationships with haircolor manufacturers and distributors is also important for increasing your color profits. This
helps you save money on haircolor inventory purchases. Ask your company contact or business consultant if they offer rewards or discounts based on your color purchase history. Plan ahead.

Lastly, avoid forcing color services on clients who aren’t interested by reading the room. A younger client who talks often about trends is likely to be interested in — and pay more for — a unique color service. They will want to stand out with a color that someone else can’t get down the street. Meanwhile, an older or more price-savvy client will be more interested in a deal for a color service. Discounting or offering a package to these types of clients might make a big difference if it inspires return visits.

As a colorist, I cannot sing enough praises about color and the effect it has had on my business. Every stylist in my salon offers color services in addition to many other services such as haircuts, hair extensions and more. It’s true that the more skills you acquire, the more you can set higher prices and transform your business into a successful, profitable one.

For more information, and to stay in touch, follow Marco Pelusi on Twitter @marco_pelusi or Facebook @marcopelusistudio.

Marco Pelusi is globally recognized as a leading haircolor authority, platform artist and educator, celebrity haircolorist and consultant. Pelusi created the Marco Collagen Color Guard HairCare System, the collagen system developed for color and chemically treated hair. Marco is available for one-on-one intensive color training at his studio. For information, visit www.marcopelusi.com, follow him at www.twitter.com/marco_pelusi and www.facebook.com/marcopelusistudio.
Unlicensed Activity

Summer is here, which means it’s finally time for Floridians to break out their flip-flops and treat themselves to a pedicure. Cosmetology salons and individuals who perform cosmetology services in the state of Florida must be licensed through the Department of Business and Professional Regulation (DBPR). DBPR and the Board of Cosmetology license and regulate a variety of cosmetology license categories, including cosmetology salons and nail specialists.

Visits to the salon should always be fun and safe for all to enjoy. To ensure that cosmetology salons are safe and sanitary, DBPR conducts routine inspections. Unfortunately, unlicensed activity does occur, therefore, DBPR recommends that consumers be aware of the required conditions cosmetologists and salons must follow.

To avoid falling victim to unlicensed activity, consumers are encouraged to make sure that their salon or cosmetologist adheres to the following procedures:

• Cosmetologists are required to have a laminated license with a current photograph displayed at their work station, as Florida law requires it to be posted at all times.
• Salons must have a posted copy of their most recent DBPR inspection.

• Only tools that have been cleaned and immersed in a disinfectant between customers should be used, unless they are disposable tools.
• Footbaths should be cleaned between each use. Logs should be updated for all uses and cleanings for the footbaths.
• The use of MMA (methyl methacrylate), a harmful compound used in the application of acrylic nails, is forbidden.

Unlicensed cosmetologists can pose a threat to consumers. To protect public health and safety, Floridians are encouraged to report any unsanitary activity by visiting www.myfloridalicense.com or calling (850) 487-1395. To report any suspected unlicensed activity to DBPR, consumers can email ULA@myfloridalicense.com or call the Unlicensed Activity Hotline at 1 (866) 532-1440.

Pain should not be the price of beauty. Go into this summer feeling confident after visiting one of Florida’s many licensed salons!
Support Victims of Pulse Shooting

The official Pulse Victims Fund page for Equality Florida, the state's lesbian, gay, bisexual, and transgender (LGBT) civil rights organization is www.gofundme.com/PulseVictimsFund. Equality Florida is collecting contributions via this GoFundMe page to support every single victim of the horrific shooting at Orlando’s Pulse Nightclub. This includes victims’ families, survivors, and those in the club who may not have suffered physical injury but in need of support.

For information regarding how funds will be dispersed directly to the victims’ families and survivors, please refer to below links:

English: http://www.eqfl.org/transparent

Espanol: http://www.eqfl.org/Transparencia

Equality Florida, the GLBT Community Center of Central Florida (The Center) and the National Compassion Fund announced a partnership with OneOrlando to ensure all funds collected for victims are disbursed in a unified process that will expedite funds, ensure transparency and safeguard against fraud.

Equality Florida is committed to raising as much as funds possible to ensure long-term support for the victims’ families and survivors. The money raised towards this fund directly supports the victims families and survivors.

www.gofundme.com/PulseVictimsFund.
Up Your Color Game — And Your Income

But this is how we’ve always done it. But this is all our clients ever want. But those unicorn colors won’t fly in our town. But this is real life, not a magazine. But, but, but…

But… If you hear yourself or your stylists repeating this word, it could mean your salon is stagnant, your clients are receiving a disservice, and your artistic passion is in desperate need of some kindling.

Your excuses stink. I don’t care where you’re located or what type of stubborn, old-school clientele you cater to, you’re the professional and you have the power to up your color game — and your income.

But this is how we’ve always done it.

But if you always do what you’ve always done, you’ll always get what you’ve always gotten. That includes the same paycheck, year, after year, after year, after — yikes! It’s time to shake things up. Update your education. Step outside of what you know. Take a class by a color line you’ve never tried.

Each color line teaches its own techniques that can almost always be modified and utilized with the color line you prefer. In cosmetology school, I learned to foil highlights with shaving cream. I had no trouble swapping out the Gillette for Wella, Redkin, Matrix, Pravana, Lanza, etcetera, when breathing, paying clients sat in my chair.

You might even gain some formula ideas to reinvent with your preferred color line. Investing in education is always worth the time and money. There’s a guaranteed return on investment. When you get back to your salon, add some new services to your menu, let your clients know they have a hair professional that keeps up with the latest trends for them, and possibly even raise your prices. A good color class will always increase your income by teaching you how to save time, save money, increase your offerings, and/or bolster your reputation as an expert.

But our clients only ever want the same thing.

But that’s all they want because that’s all they know exists. Your client didn’t want a full head of highlights until her girlfriend told her about them. Your client didn’t add in lowlights until you suggested and explained the benefit of dimension. She didn’t realize a partial highlight service was an option until that day she was running late and you let her in on the budget-friendly secret.

Odds of your all-over retouch asking for color blocking or some balayaged pieces around her
face to brighten things up are slim-to-nil if you don’t suggest the service and explain the benefits. Even the clients who are insistent of receiving the exact same results at every appointment can be convinced there’s more than one way to skin a cat. “Yes, Mrs. Jones, your hair will look like you spent three hours here getting all seven thousand, nine hundred and twenty-three foils we normally weave in, but today I’ll have you out of here in half the time with this beautiful wizardry we call balayage.” Your clients are open to something new as much as you yearn to perform something new. They just need to be educated about the options.

But those unicorn colors won’t fly in our town.

But the principles will. Color theory is color theory whether you’re trying to get the green, yellow, red, blue out or put it in. Whether you’re looking for optimum placement for pink and purple accents or light brown ones, the lessons of color theory and color placement hold true. It’s a blessing and, every once in a while, an unbendable, unforgiving curse.

Take the fun artistic color classes to rekindle your artistic passion. If you can’t convince any of your clients to live a little with some fun unicorn/mermaid/trendy fashion colors, that’s okay. To each their own! You can still adapt the creative principles you’ve learned in unicorn class into your client’s brown personality.

It’s like looking at magazine spreads or avant-garde hairstyles for inspiration. There is some aspect of the hair that you can tone down or rework for everyday wear. It’s crucial to keep your passion alive and continue to dream beyond the monotonous client patterns we can easily fall into. Rest assured, your clients want to feel hip and trendy even if they will never be a unicorn. A picture of unicorn hair can still be the inspiration for their sun-kissed balayage or natural-looking ombre.

Your “buts” are irrelevant. Oh, and they stink! Your haircolor business can be shaken up no matter who your clientele is or where you live. Take it upon yourself to broaden your horizons, and then get your credit card processor ready, because your clients will be begging you for color services they never even knew existed.

Ali Davidson is the Director of Membership for Associated Hair Professionals (AHP), which provides advanced education, business resources, marketing materials, career support, and liability insurance to hairstylists and barbers. For more information visit www.insuringstyle.com or email ali@insuringstyle.com.
What Happens When a Client Sues?

Our relationship with our clients is sometimes such a close bond they almost feel like friends and family. We become part of their lives and we share in their life milestones.

It’s such a unique relationship we create mainly because of the closeness we maintain not only physically but emotionally. This close tie is one of the main reasons beauty service providers never imagine a client could actually turn on them when something goes awry.

We all work under the assumption if anything ever did go wrong our clients would be understanding and patient, not reactive and aggressive. This change in tempo happens to more beauty pros than you may think. Everything is hunky dory until one day a small mishap occurs. Maybe this mishap is a cut from a nail file, an accidental jab from a pair of nippers, maybe it is something the client themselves did, like not following our recommendations, or it can also be something we can’t foresee like a reaction to one of our products.

In any event these mishaps can turn your beloved client into an adversary in the blink of an eye. Why? Because when an injury, allergy, or other negative result happens that could potentially be caused by a service you provided, guess what, the rose colored glasses come flying off and now it’s you vs. them.

This isn’t a tall tale, this is reality and if you merely Google “salon sued” or “manicurist sued” you’ll see exactly what I’m talking about.

Recently on my podcast I had the pleasure of interviewing a salon owner named Nanci Soltani. Nanci’s story was a big wake up call for me. It’s an interesting interview, if you want to check it out. In Nanci’s situation the client left the salon after a successful service and ended up getting into a terrible car accident. The client alleged her accident was caused by the disposable flip-flops she was wearing after she left from her service.

Not only does Nanci’s salon not offer disposable flip-flops, but she was completely surprised to get slapped with a $4M lawsuit a year later. Nanci had no idea there was even an issue until lawyers came knocking claiming that Nanci was the reason her client had been harmed. You know how many of us give our client’s disposable flip-flops. It’s common practice, and it’s not something we would ever assume could be the cause for a client lawsuit, but there you have it.

Something we would never dream happened to a member of our beauty industry community. In Nanci’s situation the client went after Nanci, her salon, as well as the tech who provided the service.
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The chain doesn’t stop with the salon and if you’re operating without protection as a sole proprietor (which most service providers do) the settlement can take any property (personal or not) in order to satisfy the claim.

Another example recently happened to a blow-dry bar that I actually frequented prior to moving to Arizona. Blowbunny Blow Dry Bar in San Diego was sued by a client because she claimed her neck got kinked during a wash and she said she suffered a stroke following her appointment due to the service she received at the salon. There’s nothing better than an amazing shampoo and massage when getting your hair done, but imagine that being the cause for a lawsuit!

The amount of lawsuits that take place monthly is astounding and I personally was shocked to see how common this is. And it’s not enough to be insured. Most of us if we are already insured are just getting generic liability coverage through companies who don’t specialize in beauty care.

That means our coverages aren’t specific to the types of scenarios we face and we are overpaying for coverages we don’t need. It’s not enough to just be insured, we have to make sure that our insurance is affordable and is actually the right type of insurance to cover accidents that are most likely to happen in our line of work.

Take Nanci as an example. On top of being sued, Nanci was someone that thought she was properly insured, but in fact her insurance company had not provided coverage for such an incident. And because the client sued not only the salon, but Nanci and the tech as well, she was surprised to find out her insurance did not cover the tech that had provided the service.

All of this information is so important to absorb because there are so many service providers who are not insured. Are you insured? Do you even know if your insurance coverage is right for what you do? Are you paying more than $20 per month?

Do your research of this topic and you can find insurance companies that specializes in professional liability coverage for beauty professionals. Find one that has coverage that protects you from all manner of client mishaps, from product issues, to service issues, to full blown accidents like slips and falls. And not only coverage specific to the industry but one that is affordable.
Look for one that has the added benefits to follow the tech no matter where they work. It doesn’t matter whether you’re a MUA, a nail tech, a hair artist, and doesn’t matter whether you work in one salon, five salons, or mobile. The coverage should follow you wherever you go and you are protected 24/7. Ask the questions.

Why am I telling you all of this? Because I know how hard we all work to create and build our businesses. It’s not fair that your entire career can be dismantled by something as small as disposable flip-flops. We need to protect our hard work and ensure we can continue to do what we love without fear or stress.

If you’re a salon owner, your coverages might not be enough to safeguard your team and it’s important each individual working in your establishment carry their own insurance. If you’re an independent then take a moment to really consider this.

Take the time now to get insured. Or do nothing and risk getting slapped with a $4 MILLION dollar lawsuit. Think about it and check out the stories I have shared already. This problem touches more of us than you could possibly imagine. I don’t want to see any more of my colleagues suffer through a lawsuit that they can’t possibly afford. Visit www.thenailhub.com/insurance for information.

Elizabeth Morris is a salon owner, nail technician, certified educator, and beauty industry podcaster specializing in business management, financial planning, education, and motivation for beauty professionals. She discusses relevant industry questions and concerns and interviews other professionals on her podcast The Nail Hub. (www.thenailhub.com)
Promoting Haircolor Services in the Digital Age

by Elizabeth Kraus

Haircolor services can become a profit center in your salon (if they aren’t already) for many reasons. They’re a natural incentive for clients to rebook on a regular basis and open the door for more word of mouth referrals when your client’s friends and loved ones want to know where the work was done. Here are six new ways for you to promote these services in the digital age.

1. Capture and Tag a Before and After

How many times do you complete a color service without taking before and after pictures with your smartphone? Every before and after comparison you fail to capture is a missed opportunity to show off your work on social networks, tag your clients and extend your marketing reach into their networks as well.

2. Optimize Social Posts

Google’s search algorithm displays social media posts right alongside website and blog content results. Make sure that when you publish a promotional update you mention the city and state, local neighborhood, or some other local reference that people would use when searching online for haircolor services (or a salon) in your area.

3. Pinterest an Online Look Book

It’s common for color clients to text or email you a photo they grabbed from Pinterest or an online magazine with a color and style they’d like you to replicate. Why not create your own look book of celebrity and style photos and add it as a gallery page to your salon’s website?

If you have a WordPress website, adding a gallery that allows you to publish your own online look book could be as simple as adding a photo gallery plugin and uploading your photos. You can also use Pinterest boards to create look books clients can access before or during an appointment – and this would be a great place for you to post your own before and after pictures as well.

Email or text your clients a link to your look book before their appointment if you want them to consider some options or pull up your gallery (or Pinterest boards) during consultations as a visual reference for the services you’re going to provide.

4. Fill Your World with Wi-Fi

Your salon’s Wi-Fi gives clients an easy option for checking in and saying something wonderful about your salon. It’s a good bet that a lot of your clients would be willing to do this at every appointment, but they just don’t think of it. As clients come in, change your welcome script from “Hello, I’ll tell your stylist you’re here,” to “Hello! Take a minute to check in on Facebook and I’ll let your stylist know you’re here!”
88 percent of consumers trust online reviews as much as personal recommendations (www.searchengineland.com). The end of an appointment is a prime opportunity for you to capture not only a check in but a positive review. After you’ve spun your client around for a 360 degree view of her new haircolor, put your iPad or tablet into their hands and ask them to leave a review on Facebook or Yelp.

5. Reach Out and Stalk Someone

Email, text messaging and social media make it possible for you to keep in contact with clients in-between appointments. Use these tools to prompt rebooking, ask clients to leave reviews about your haircolor services online (if you didn’t at the appointment), notify clients about specials on haircolor services and color-safe retail products, and check in with lapsed clients to see if anything went wrong.

6. Stay on Top of Trends

Last year, www.ThinkwithGoogle.com published an article noting that searches for gray and purple haircolor were among the most popular searches on Google, and that searches for rainbow haircolor were up nearly 150 percent. Virtually all results were for do-it-yourself articles and YouTube videos – showing that there is plenty of room for salons to get in the game when it comes to discovering and marketing to consumer’s “I want it NOW!” haircolor trends.

Social networks like Pinterest and Instagram can give you a peek into emerging new trends, as can online fashion and style magazines. Follow trend-setters and influencers, post photos to your Pinterest or website look books and search these social networks to find out which haircolor trends are hot with consumers right now and build promotions to bring the clients that want these styles into the salon.

Elizabeth Kraus is a freelance marketing consultant with more than 10 years’ experience in beauty industry marketing. You can purchase Clients Rule: The 2016 Marketing Calendar for Salon and Spa on Amazon.com as well as other calendars and books she has written for the beauty industry.
Be Innovative Not Illegal

I often hear the complaint, posed as a question: “These tools are sold over the internet, on TV and at trade shows, so why can’t I use them in my salon?”

The answer may infuriate licensed beauty professionals, but these restrictions are a function of a governing system in which state governments license beauty services. And when a state board declares certain equipment or products beyond the scope of licensure or unsafe for salon use, those items cannot be used or even be kept in a licensed establishment ... PERIOD!

That’s not to say that in some instances the laws or regulations prohibiting certain tools is ridiculous and should be changed to allow licensed professionals to use readily accessible and safe products. But we should only do so through legal channels, whether that requires lobbying our state policymakers (in the case of statutory prohibitions) or state boards (in the case of regulatory restrictions).

The price for a well regulated, licensed industry is compliance with those laws governing the scope of salon services. If we ignore those legal restrictions, then licensure, itself, is in jeopardy. And how many stylists or salon owners want to enter the brave new world of delicensure (an issue I have addressed in prior Stylist columns)?

So, while every salon should be innovative with their techniques and on the cutting-edge of technological advances, all salons must abide by all legal restrictions. This holds true regardless of how accessible a tool or product may be, or whether it may be legal outside a licensed establishment to use it.

By being actively engaged in state legislative and regulatory reforms, you may be able to help avoid or remove needless restrictions on the use of safe products and in-demand beauty services. So don’t get frustrated, and certainly don’t ignore legal prohibitions.

Commit to protecting licensure and elevating the professionalism of the industry in your state by finding out what is allowed and what isn’t in your salon, complying even with those restrictions with which you may differ, and then get civically engaged to affect positive change.

After all, your state government will continue to make decisions impacting your services or beauty business whether you get involved or not. Wouldn’t you prefer they do things for you rather than to you?

Fred Jones serves as Legal Counsel to the Professional Beauty Federation of California, a trade association singularly dedicated to raising the professionalism of the beauty industry. To learn more about the PBFC and receive further details about the subjects contained in his column, go to www.beautyfederation.org.
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Color Minded Expert in Your Field

There are many opportunities in the area of haircolor the beauty industry has to offer to assure long term growth.

One area is the opportunity to be looked upon as a color specialist. Some salons still separate color/chemical services from haircutting/styling but they are in the minority. The option to grow beyond the basics to be a color specialist is well within your reach regardless of your current experience level. By being regarded as a “color expert” you will receive a greater demand for your services and can command higher prices based on your higher value.

One major positive point to focus on is the fact the average color client stays with their stylist five to seven years while the average haircut client stays for one to two years. This retention rate goes far in assuring long term loyalty and lessens client turnover with higher average tickets.

While haircutting/styling is 20 percent knowledge and 80 percent practical skills the reverse is true with haircoloring. While haircutting is considered more of a craft, haircolor is more of a science. In depth, mastery of needs assessment, formulation, product positioning, processing protocols is a definite requirement. As color is also technologically driven continued engagement of new and emerging trends, technique and products are necessary to remain ahead of the curve.

Specialists of any pedigree also have what I refer to as “internals.” These are the internal traits that drive the specialist. First they have a continued order: www.mareeandre.com • 1-800-542-7008 • orderss@sbcglobal.net
desire to excel and lead in their chosen field. They have continued faith in the mission they are on and remain focused on their desired goals. They invest and expend beyond the status quo to raise their perceived value. They openly share their insight for the betterment of all. They are seekers of the new, the now and the future. They embrace and welcome continual change. Specialists acquire and manifest specific knowledge, and if they don’t personally possess it, they will seek those who do.

Recently I attended the “Energizing Summit” sponsored by the American Board of Certified Haircolorists. What I observed was all of the above internals applied to being a haircolor specialist. Most of the attendees were ABCH certified haircolorists or were interested in gaining certification. As this was a total education conference the focus was on building and growing as colorists; networking and sharing knowledge of mastering the haircolor craft minus the usual focus on individual color brands. Beside the individual personal /professional growth focus there was also a collective spirit at play as you will usually find when people of common purpose and passion gather in one place. There is a unifying synergy.

As we strive to grow our industry we can go far when we become the ultimate expert such as a haircolor specialist.

Jerry Tyler’s column Blue Highways is his “Road Less Traveled” perspective on the solutions and challenges facing the beauty industry. With over 35 years in the salon industry as an industry leader, educator and artist. He is currently Educational Director for 729 Beauty and the former Board president of the California Board of Barbering and Cosmetology.
You Can Call Me Harvey Two Face

I became aware of the power of makeup at a very early age. My Grandmother was a die hard Avon lady. I used to help her stuff the little clear bags with Avon books and help her hang them on people’s doorknobs.

I used to love when she would get her orders in because she always had a ton of samples for me to try out. I was probably six at the time. I was hooked. From that point on I was constantly into my Mother’s makeup, stuffing my bra with maxi-pads and wearing high heels that were way too big for me.

I was obsessed. My cousins were my main victims. I would put makeup all over their faces and style their hair and try like crazy to find someone who had a camera. This whole process started 36 years ago. Thank you Merry Mother of Dragons that I’ve gotten a little bit better.

The makeup Gods has blessed us with so many products and tools that give us never-ending options. Don’t like those freckles? You can cover them up! You don’t have any eyebrows? You can draw them on! Short, sparse lashes? Stick some fakers on!

When I say never-ending -- I truly mean never-ending. Just the other day I was feeling brave for about an hour and decided to apply makeup to half of my face and leave the other half completely bare. I took a photo and made a very short video and posted it on my social media handles.

As you can probably imagine the internet was both kind and a little cruel. The reason I decided to do this little experiment was because I realize I look vastly different without makeup, unrecognizable even, and I wanted to show how makeup can be in my world.

I’ve seen clients outside of the salon and said hi while sporting the au-naturel look and have gotten quizzical looks of, “Who the hell are you?” When they come to, after a few short seconds, they shake their heads and say, “Oh my gosh, I didn’t even recognize you! Are you sick?” Um, no thank you. Apparently I’m hideous. I say that jokingly. I don’t think I’m hideous but I definitely struggle to see what others tell me they see.

It’s no secret that I think I’m funny, hahaha. When I posted the video and picture I said that I resembled Harvey Two Face, you know from Bat Man? I put up a side by side and it really was funny. Some people laughed and others seemed upset I would say that about myself, or “put
myself down” like that. I honestly could not stop laughing at the photos. I thought it was cleverly hilarious. Yes, it was a bit of an extreme comparison but I wanted to get my point across. Mission accomplished -- I think.

I think I needed to make light of it because it was actually difficult for me to post. It left me feeling extremely vulnerable. After reading some of the comments I began to feel better. “You’re brave!” “Thank you for posting this”, “Both sides of your face are beautiful”, and so on. There were a few random comments that stung a little, “Wow, makeup does wonders!”, “You’re the reason why guys have trust issues”, “It’s girls like you, that need to wear makeup to look beautiful because without it you’re not.”

Ouch! I certainly didn’t lose any sleep over these ignorant words but like I said, it stung a little. To be expected I suppose. The internet allows everyone to be a brave, fearless, honest, critic.

Putting my arsenal of makeup to the test was extremely gratifying. It works! My makeup did exactly what I hoped it would do. It accentuated some things I like and it covered the things I don’t like. I follow a ton of makeup artists on Instagram but there is one that caught my eye and her name is Shalom @makeupbyshalom. She is a 20-year-old burn victim. She has extreme scarring and no hair. Her ability to transform herself is breathtaking. She grew up being bullied and ostracized for how she looked so she turned to makeup to help make her feel normal. This insanely brave and talented person is beyond inspiring. I encourage you to look her up and see for yourself.

I just want to close this attention grabbing article by saying makeup is amazing! I can’t imagine going through life without it, hahaha…I mean, really.

Do I really think I look like Harvey Two Face? Not exactly. Do I think that I’m hilarious? Um, yes.

DJ Victory is a jack of all trades, master of none... mother, wife, business owner, writer, hair stylist. She owns Enzo’s Salon & Spa in North Royalton, Ohio and loves cheap jewelry, sky high platforms, false eyelashes and fairy dust. You can read her blog at www.djvictory.me or facebook at www.facebook.com/djvicstylist.

Just the other day I was feeling brave for about an hour and decided to apply makeup to half of my face and leave the other half completely bare. I took a photo and made a very short video and posted it on my social media handles.
What’s New in Permanent Cosmetics?

**Education:** Training requirements for permanent cosmetics is different in every state and varies greatly. In Oregon, training is 360 hours while in Washington, it is 40 hours and California has no training requirements.

If you take training, learn as many different techniques as you can. For example, there are many different ways to do eyebrows as well as powder fill, shaded, hair stroke and micro-blading. You need to know all of them and all blends of them. Just as with hairstyles or haircolor, it is important to be able to provide the best choice for each individual client.

Some schools require the student find their own models, while others market to bring them in. Models generally receive discounted work. Student work can save you money but you need to know what you are paying for. Are you comfortable with the risks of a less than perfect outcome? If you see a Groupon out there for $44 permanent eyeliner, do a little checking before going under the needle.

**No Extremes:** Permanent makeup is not the place for anything extreme. Makeup trends and fads come and go quickly. Remember, the client will be wearing this for years. The last thing they need is something that makes them look dated.

Because of the changes to the face as a person ages, extremes in makeup can actually make them look older. A conservative approach is a wiser path and one that will stand the test of time.

**Not for Everyone:** Doctors now generally accept permanent cosmetics and recognize it as a safe procedure; however some health factors put the client at risk. A client under extreme stress won’t get a good result. Stress affects the body physically and emotionally. Sometimes, people want a procedure to help them feel better. We need to make sure they are healthy enough and they know it may not hold as well. Even with that said, permanent makeup can enhance self-esteem.

I recently consulted with a client who was unhappy with the outcome of her lip procedure. During the discussion I realized she had traditional braces. Based on what I saw, it was possible the braces made it hard for the technician to get an even color applied. After our talk, the client chose to wait until the braces come off before she completed the color process.

Other clients may want something that isn’t going to look good on them or a style that is not medically safe. Eyeliner has tattooing into the tear duct area and can have disastrous results, now or in the future. Connecting the upper and lower line at the outer corner is also a touch issue. It may look
fine initially, but some horrific problems happen when the pigment migrates away from the line. Don’t do it. Don’t have it done.

Prior to an appointment, the technician should give your client a thorough consultation and help them make a good decision. Lifestyle, (sun exposure), health issues, and goals must be evaluated. UV exposure accelerates color fade. Heavily sun-damaged skin or for those with an outdoor lifestyle increases chances the tattooed color may not hold well.

**Color Limitations:** There is a wide diversity of pigment colors available. Then there is the *skin* factor. When the client comes in and wants her haircolor changed, success is a combination of factors. Training and experience are important. So are the color of the client’s hair + the color she wants to achieve.

The same is true for permanent makeup. Topical cosmetics coat the outside of the skin and create a new look. Permanent cosmetics show through the epidermis. The color of skin tissue affects the final appearance. To complicate the matter, our skin tone varies with environment and time of day.

Lip color is tricky because of the vascularity of the lip area. The underlying blood vessels give lips their color. All lips have a natural bluish, brownish pink tone to them. It is all but impossible to avoid some pink cast to a finished lip color since that is the natural tone of the lip.
Bright dark colors are not possible to achieve. Red pigments are very sheer. They do not have the opacity to show up like intense red lipstick. Other pigments like white add the opacity to cover natural lip tone, but they dilute the intensity of red. They may look red in the bottle, but they are a sheer red like a stain. The blue tones in the lips will also alter the color.

The more intense the lip color the harder it will be to change it. Soft, natural enhancement that makes the face more alive is generally the safest approach.

Wine reds have a strong blue cast. Lips have a natural blue cast. Blue plus blue equals very blue. If the technician follows the client’s request, the result will be one of those infamous blue lip colors you may have seen.

Likewise, the client who wants brown lip color is a disaster waiting to happen. The result may look like the client has been sucking on a chocolate bar. Not a pretty thing to be stuck with for years. Careful consults and careful color selection are the key to success.

**All Colors Fade:** Every tattoo starts a slow fading process from the time the procedure is completed. The more the tattoo is protected from UV (the sun, tanning beds and fluorescent lighting) the crisper it will remain.

Just as we routinely get our haircolor refreshed, so permanent cosmetics and artistic tattoos will need their colors re-enhanced. Frequency depends
on UV exposure, lifestyle, medications and personal body chemistry.

Those in the southern part of the US may need more frequent re-enhancements than those in the northern parts. Other factors that affect fade rate include technician skill, the properties of the individual pigment, technique and even medications.

Corrections are not easy – if possible. Minor adjustments are routine and not that difficult. If there is a stroke out of place, this is something that can be adjusted.

If the procedure is in the wrong place or done with a color that healed extremely poorly, the process is vastly more difficult. Use of removers can leave the skin discolored for months and their use requires special training to minimize skin damage. Laser removal creates a wound and takes time to heal. Due to eye risk, laser technicians avoid this area.

Don’t do permanent makeup thinking it removes easily. Biopsies have shown pigment molecules remain after the color has faded.

**Check credentials:** If you have clients looking for a permanent makeup technician, have them check credentials. They should do a thorough technician interview during their consultation. They are hiring this person and it is important they feel confident it will come out well.

How long has the technician been practicing? How much training have they had? Do they display current membership in a national organization? What about continuing education? This industry needs annual continuing education to stay current.

The more they do their evaluation, the more they will be able to anticipate the type of outcome they can expect. You may want to evaluate several technicians in your area. Have a brief list you can share with your client to start her investigative process.

Permanent cosmetics may have started as a fad in the early 1980s but it has come into its own. It is a useful, life-enhancing option to use of topical cosmetics. The more you understand about this sister field, the better we will be able to guide clients to a positive experience.

Judith Culp has worked in the beauty/spa industry for over 30 years wearing many different hats. She is an AWAI trained copywriter and is available to assist you to build your business. Visit: www.jculpcreativecopy.com or email: judith@jculpcreativecopy.com.
Profit Is Not a Dirty Word

by Jon Gonzales

There is a widespread misunderstanding by many hairdressers why a business needs to make a profit. Sadly, many hairdressers feel that salon owners are greedy.

In chat rooms I read comments like how dare the owner makes a profit off of me. Salon owners are greedy. Salon owners are rich. Why should the owner keep half of what I earn? Salon owners drive around in fancy cars. Salon owners use me to make money.

These types of comments go on and on. Sadly comments like these are rampant within the beauty industry. Perhaps these are some of the reasons why the standard of living for hairdressers is so low.

I can assure you most salon owners are not rich. They are usually the first to work and the last to leave. Many give up their valuable time to educate and mentor their staff. Their business does just not finish at the salon, it usually consumes a lot of time on the weekends as well. Most salon owners work behind the chair 10-12 hours a day, just to pay their overhead. Sadly far too many salons are struggling or going out of business.

I am writing this article to help hairdressers understand why a salon needs to grow and remain profitable and why this is important to you.

Owning a successful and profitable salon is extremely difficult in today's competitive and tough economy.

Without profits there are no jobs, no job stability, no business growth and stability, no money for advertising, no opportunities for ongoing education, or benefits package.

We are fortunate in that while unemployment is at record highs, while many people can’t find a job in other occupations, the demand for hairdressers will continue to grow. A truly educated professional will never be out of a job, once you create a demand for your services.

Many salon owners not only invest their life’s savings, they take financial risks to go into business and have to worry about the risks and financial obligations when committing to a lease and paying rent whether they are busy or not. They have to pay employment taxes, hire a book keeper while combating competition by well financed and well managed salons, deal with price wars, advertising expenses, workers comp, licenses, fees, sacrifice time with their families, pay rising utilities etc.

This doesn’t account for the stress, worry, and frustration of owning a business and the sacrifices and in many instances their life savings they and
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their family risk when they decide to go into business. The list goes on and on.

Where were these attitudes formed? There is a great need to educate our young people to better understand the business aspect of salon ownership and why a salon’s profitability is so critical for both owner and staff.

Many people chose not to go into business because of the many sacrifices and risks involved in owning a business, especially in today’s tough and uncertain economy.

These entrepreneurs and risk takers should be applauded, for their sacrifices and creating jobs. And if they’re fortunate to make a profit, they deserve it and should be rewarded for their entrepreneurship.

Some day you may want to own your own business; do so in an honest and ethical manner -- what goes around comes around.

For those of you who criticize salon owners, you also have the opportunity to own your own business as well. Many hairdressers are getting a taste of how difficult it is to earn a living by renting a station or entering into franchise suites.

Going this route requires you to pay rent, busy or not, pay your state and federal taxes, pay your own education expenses, your own taxes, supplies, liability insurance, compete with other booth renters who lower their prices, no teamwork, doing your own book work, paying accounting fees, exposing yourself to frivolous law suits by a disgruntled customers, paying your own marketing and advertising expenses, paying your full social security taxes (as an employee) salon owners pay half.

As more and more salons fail, be hopeful and thankful that your salon is able to stay in business and remain profitable, to insure your job security; with profits, owners will be able to offer incentives, provide education, and provide a benefits package.

It is my wish this article will help you better understand why a business that is profitable will be in your best interests. We need each other more than ever. If we keep fighting among ourselves, low price franchises will continue to grow. Let us work together to build high end salons. Customers are willing to pay extra if we exceed client expectations.

I’m sure many of you may not have the perfect boss at times, but you may not be the perfect employee at times. Let’s understand one another why we need to contribute to a profitable business.

Some day you may want to own your own business.

Jon Gonzales - Salon Consultant, Personal Development Coach, Educator & Author world knowledge of salon success, salon management and hairdresser & salon marketing strategies. He has been in the beauty industry for over 40 years and is the President and Founder of Hairdresser Career Development Systems (HCDS). For more information visit www.hcds4you.com or email hcds4you@gmail.com
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Dirty Truth about Salon Service Payroll Costs

The standard for reference for service payroll is 30 to 35 percent of total revenue (Service Sales plus Retail Sales equals Total Revenue) -- as it appears on a Profit and Loss Statement.

Each and every time we post this benchmark on our Facebook discussion group, owners say, “No one will work for that commission rate.”

And of course, stylists and other service providers post high attitude comments like, “I would NEVER give 65 percent of what I bring in to the owner.” Others say, “Based on my skill and experience, I would be insulted to be offered such a low commission rate.”

No matter how many times we clarify our standard reference of 30 to 35 percent of total revenue has nothing to do with commission rate, it is clear many owners and service providers don’t understand we are referring to the total payroll cost for all service providers to the business.

**QUESTION 1:** Is the salon/spa industry so hung up on individual commission percentages, that it cannot understand the difference between commission rates and service payroll costs?

**QUESTION 2:** Why do service providers harbor such resentment for any piece of the service revenue they generate to cover product cost, operating costs, debt repayment and a fair net profit?

**FACT 1:** The Balance Sheet and Profit and Loss Statement tell the truth about the health and performance of a salon or spa. There is a limit to how much service payroll a salon/spa can afford and sustain and, like it or not, that limit must live between 30 to 35 percent of total revenue. *It doesn’t matter if you have three employees or 300, or if you have one location or one thousand.*

**FACT 2:** Based on our standard reference, for every $100,000 a salon/spa generates in total service and retail sales, there is $30,000 to $35,000 available for service payroll. So, no matter what pay method your business uses (Team-Based Pay, commission, sliding scale commission, hourly, piece rate, etc.) that’s all you can afford for service payroll.

**Example:** A salon/spa generating $1 million in total revenues will have a service payroll budget of $300,000 to $350,000. That’s it. If you spend $400,000 in service payroll without cutting $100,000 to $150,000 in expenses elsewhere, there will be NO profit and most likely a loss. This is the number one reason so many salons and spas struggle financially.

The dirty truth about salon/spa service payroll is that there is very specific limit to what you can afford to pay. Service payroll will always be your largest expense. It is an expense all salons and spas must monitor and control.

Here are four insights to reveal the dirty truth about service payroll:

**Can’t Control Payroll on Commission:** “Half for you and half for me” is a worn out relic that just
doesn’t fit today’s cost of doing business. Yet, many owners have difficulty understanding the impact of escalating commission rates on service payroll and profitability. When pay is based on a percentage of a service provider’s service sales, the employee’s expectation is for that percentage, and their personal prices, to continue to increase. That’s how raises are done on commission. As service providers move up the commission rate ladder, the company’s service payroll dollars and percent become bloated, devouring net profit. Once set, commission rates are hard to change without inciting the wrath of employees.

No matter how valid the reason, no one ever gets excited about a commission rate cut. Service charges and product cost deductions are nothing more than a slight of hand to lower commission rates.

Living the Service Payroll Benchmark: Get outside the commission box for a moment and focus on your service payroll dollars and its percent of total revenues. On your Profit and Loss Statement, is your service payroll (hands that do the work) within the benchmark of 30 to 35 percent of total revenue? If it is, that’s awesome. If it’s higher than 35 percent, you have a service payroll problem.

Now, look at the actual dollars you’re spending on service payroll a year. Let’s say your service payroll is 40 percent on total annual revenues of $1 million. That means you’re five percent over the benchmark and currently spending $400,000 on service payroll -- including your booked, solid top performers.

If you locked in your service payroll at $400,000...
by converting to Team-Based Pay (TBP) … without cutting anyone’s pay, you would only have to increase total service and retail sales an additional $150,000 to get payroll under 35 percent and within benchmark. How do you do this? Read on…

Dynamic Service Payroll and Productivity Rate: By eliminating commission and going Team Based, attention shifts to improving overall productivity rate. Incremental increases in productivity rate has immediate impact on lifting revenue while lowering the overall service payroll percent. That’s why so many owners that convert to Team-Based Pay are amazed at how quickly their service payroll percentage drops.

All that white space on your appointment book is costing you money. And just because you pay commission doesn’t mean that white space doesn’t have service payroll costs. FACT: Divide each service provider’s gross pay for one pay period by their scheduled hours. The result is each service provider’s hourly rate on commission. YES, that white space is costing you plenty.

On commission, your booked solid top performers hit the income ceiling unless they squeeze more clients or raise “their” prices. On TBP, they understand that their income potential resides in the unsold hours in other columns on the appointment book. This is the essence of the Team-Based Business Model.

It’s the Service Payroll Percent - Not the Commission Rate: Of course, commission re-
wards experience, skill and hard work. But commission also rewards a lot performance and behavior you don’t want … such as lateness, poor client retention, low pre-book, no retail, bad attitude and a host of other issues. What if you could stop paying for all that behavior and performance that holds your salon/spa back and direct it to your top performers that can’t work any harder or squeeze another client in? You absolutely can as long as you keep your service payroll percent of total revenue within the 30 to 35 percent of total revenue benchmark.

It’s no longer about an employee’s commission rate on “his or her” individual service sales -- it’s about rewarding excellent overall performance while keeping total service payroll costs within benchmark.

Here’s my challenge to you. You owe it to yourself, your business and your employees to think beyond the limitations of commission rate pay and understand how to keep your service payroll percent within the benchmark of 30 to 35 percent of total revenue. It’s not about believing in commission or Team-Based Pay -- it’s about controlling your largest single expense while having the ability to compensate employees based on skill, experience, overall performance and teamwork.

Visit www.teambasedpayconference.com for more information.

Neil Ducoff, founder of Strategies and author of the upcoming book “No-Compromise Leadership,” developed the team-based pay concept more than 30 years ago and developed a company that trains and coaches to ensure businesses implement the program successfully. For more information, e-mail neil@strategies.com or visit www.strategies.com.
Making Money from Makeup

Tara Salem, manager of makeup artistry in a salon in Oakland, California has the philosophy that makeup doesn’t create beauty but enhances it. “Clients perceive their stylists as beauty experts and beauty includes the application of makeup,” explained Salem, a makeup artist for 14 years, licensed esthetician for 12 years and a hairstylist for two years. “Focusing on your clients’ overall beauty needs not only builds trust but increases retention. Your client is more likely to return to your chair for special event makeup for birthdays, proms or weddings.”

Salem says it’s necessary to know makeup fundamentals and have an understanding of the “world of cosmetics” prior to a salon investing in products as a retail opportunity and to ensure a good experience for clients while rewarding and profitable for the stylists and salon.

The right products and brands are essential. A salon needs to carry the basics, i.e. foundation, blush, powder, eye shadow and lipstick; and then add-on as necessary, i.e. brushes, primer, lashes, seasonal items, etc. Too much or the wrong products is costly for everyone yet running out of top-sellers is just as much a no-no.

Assess the clients that visit the salon. This includes age, lifestyle, economic bracket and ethnicity. This will quickly tell you how many trendy items vs. staple products are necessary to have in their line in order to make it a viable “retail outlet” for the salon, i.e. profitable!

Even if your staff is not at the level of the makeup director, everyone in the salon needs to know makeup, understand the products and be trained in application with confidence. It is also a must to train the stylists to be comfortable asking, “May I touch up your make-up?” or “Let me show you a new lipstick color that is perfect for you.”

Help make your salon a “one-stop-shop” for your clients. Why have your client go to a department or drugstore for cosmetics when you can offer them product and a quick lesson in application? You are adding a great service and keeping the dollars in the salon. The director taking classes is always helpful but more importantly, the success of carrying a makeup line is dependent on passion -- loving everything about makeup and keeping current in an industry that is ever changing.

Calm, the salon where Salem works, private labels their line of cosmetics, which is helpful in building the salon identity but is not necessary for a salon to carry cosmetics. Salem stresses that adding a makeup line has to be a commitment by owner and every stylist to make it profitable and should be treated no differently than retailing hair products. “I feel my client’s service is not complete without a sweep of blush or a dab of lipstick giving her the total beauty experience,” exclaimed Salem.
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With the prevalence of color trends on blogs and Instagram, so many clients are walking through the door thinking they know exactly what they want. Unfortunately, many don’t recognize the intricacies of the process which, if not explained correctly, can lead to some very unhappy clients and a severely affected bottom line.

One of the ways we can combat this, and make more money with better services at the same time, is through how we discuss color during our consultation. Using words that help your clients visualize is one of the quickest ways to close a sale and ensure your client feels good about their color.

According to master colorist, John C. Simpson, “you should always use descriptive, enticing words when discussing color with clients.” In this way, you establish yourself as the expert while also telling your clients a color story that is more meaningful than what they see on the internet.

Here is a list of 24 words that can help you tell your client’s story:

- **Design line**: use this to talk about reference points in the color service.
- **Enhance**: Use this when you discuss how the hair-color will affect your clients features and tones.
- **Reflection**: Use this when discusses blonde levels.
- **Apricot and honey**: Use these two words when speaking about warm tones. They are a more visual way to describe warmth in color.
- **Taupe and Bisque**: Use these when describing cool tones. They are a more visual way to describe coolness in color.
- **Canvas**: Haircolor is art. Let your clients know that when discussing by using this.
- **Inaccuracies**: Instead of saying words like mistake, or problem use this to add a more hopeful spin.
- **De-colorizer**: Use this instead of “stripping.” A word that many clients are afraid of, and why wouldn’t they be.
- **Abundance**: Another artful way to describe volume.
- **Saturation**: Instead of saying “pulls” use this to describe underlying pigments in the hair.
- **Texture**: Use this to describe the circumference of the hair.
- **Integration**: Use this when you describe how the color you are working with will be incorporated into your clients look.
- **Vertical movement**: Use this when describing color placement.
- **Overlays**: Use this as another way to talk about toning the hair. This way your client will be able to understand the multiple step process.
• **Diffusing color:** Use this when talking about how the color will come together in ombré or balayage. Especially for those clients worried about looking dip-dyed.

• **Tones:** Using this will help you describe to clients what will work best for them, instead of exactly what they see in an image on social media.

• **Sparkle, shine and sheen:** These words are associated with beautiful radiant hair, use this to describe what your client’s hair will look like after the finishing service.

• **Micro and Macro slicing:** Instead of just saying highlight, using the correct term is a more professional way to talk about the color you are creating for your client.

• **Color movement:** Use this to discuss how the color will live with the clients. This is especially important for those with texture.

• **Balance:** Use this to talk about how the color will fade or how you will be bringing up a color that has already begun to fade.

• **Softer illusion:** This is a great way to describe how techniques like baby lights will work in the hair as it is more subtle than highlighting.

• **Reflective:** Is used to describe the level of light reflected. This is another way to talk to your blondes about their level.

• **Opaque:** This is used to talk about the level of darkness i.e. how much light can penetrate through it. Use this to discuss color levels with your darker clients.

• **Hue:** When discussing specific colors with clients, use the word hue instead of shade.
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PRIVATE SUITE AVAILABLE IN TRENDY IVANHOE VILLAGE, ORLANDO ~ Leslie Colleen Salon, a relaxing, stress-free environment is seeking a like-minded stylist or nail tech for its trendy and rapid growing area in Orlando called Ivanhoe Village, close to the Mills/50 district, just north of downtown Orlando. This bungalow-styled house has the warmth of hardwood floors, client lounge area, beautiful landscaping, bose sound system, on-site laundry, and easy access to shopping, restaurants and other amenities. Laundry/paper goods and cleaning services are included in the $300/wk rental and shared expenses are snacks, drinks and back-bar. In business for over 20 years in the Orlando area, this salon boasts a reputation of being a very peaceful and relaxing place to be. We have an upscale and professional clientele. We are professional and drama-free and would like to keep it that way, so please only dedicated professionals need apply. We help each other when we are available to do so and respect each other’s privacy, and don’t intrude on each other’s space. Currently myself, the owner, and one other stylist are working here and need a third renter to compliment our staff. A major complex of over six hundred apartments and condos are being built down the street and we are looking for another person to help handle the new business that will be exploding into this area. Please send experience and interest to lesliecolleen@gmail.com and I look forward to hearing from you. Also, please visit lesliecolleensalon.com to get an idea about our space.

BOOTH RENTAL LARGO FL $100.00 A WEEK! Call Jenny at (727) 488-9170 about booth rental only $100.00 a week. Hair only Salon in the heart of Largo. Welcome to take walk-ins! B&B Hair Salon 57 Auburn Street Largo, FL 33770

ARE YOU AN EXPERIENCED NAIL TECH? I have an intimate Studio in Bradenton located near 41 & Cortez Rd. You would be joining an established team; a massage therapist, a Master Esthetician and another experienced Nail Tech. Choose your own hours, build your own business. Booth Rent $300.00 monthly (941) 704-2238
1 SUITE & 1 CHAIR AVAILABLE ~ Serenity Salon & Spa Suites have one unfurnished suite available at $700 per month and 1 chair available at $125 per week. Great location! Beautiful Serene Environment with a lot of wonderful people to work with!!! Call 813-731-3350 for more information. The suite can be used for any type of spa service as well.

WANTED

ASSISTANTS AND STYLIST/COLORIST WANTED FOR GLOSS SALON BOCA RATON ~ GLOSS SALON is looking for LICENSED ASSISTANTS AND HAIR STYLISTS. Known for our Friendly, Ego free, Family oriented atmosphere and an Exceptional and Talented Team... We are looking for TEAM Players with outstanding customer service skills and strong work ethics to join our Salon. Both positions are full time (+) and require Previous experience and a Florida State cosmetology License. We would like to invite candidates to email and to drop by our East Boca Location with Resume’s: Gloss Salon 222 Yamato Road Boca Raton FL 33431 561.988.9391 GlossSalonFL@aol.com

NOW HIRING STYLISTS ORLANDO GREAT CLIPS ~ Great Clips Salon in Avalon Park (east Orlando), is now hiring GREAT stylists! Compensation consists of hourly wage, tips, productivity bonus and % of product sales. FULL & PART TIME POSITIONS AVAILABLE. Other incentives consist of: * Guaranteed base wage * Paid advanced training * Flexible schedules * Opportunities for incentives * Career Advancement To apply for a stylist position call or text Coci at 407-687-2003 or call salon at 407-930-0634 or walk right into salon to set up an interview! Location Information: Town Center at Timber Springs (Avalon Park) 425 S. Avalon Park Blvd Orlando, FL, US

WANTED- HAIRSTYLIST OR MANICURIST ~ In need of hairstylist and a manicurist for chair rental in a nice, friendly Tamarac salon. If interested please call (786)443-2012 or (954)597-0053 for more information.

JOIN THE HAIR CUTTERY FAMILY ~ We are looking for Talented Hair Stylists and Salon Managers to join our salon Family! We have salon opportunities from Davie to Titusville. We have been successfully running our salons since 1974. We are a Family of 12,000 hair stylists with over 900 salons in 15 states. We offer a guaranteed hourly rate or commission, whichever is greater for you! Advanced training with our Redken partnership. Paid Vacations; Medical, Dental, Vision, 401K and so much more! Why work for a company and be treated like a number when you can enjoy your work and be treated like Family! Apply online at www.haircuttery.com/careers or contact our S. FL Recruiter: Kathryn at 561-806-6315

HAIRSTYLIST NEEDED ~ We are a huge family of 20 salons from Tampa Bay to Sarasota. Hourly plus commission daily. Holiday and vacation paid after being with us for 1 year. Medical and dental offered for you and your family. Incentives to help with your paycheck. In house clientele waiting for you, guaranteed! A job is waiting for you today!!! Free training and education, while getting paid for it! A great company to work for, a huge family environment. Apply today! Please call (941) 351-8300.

COLORISTS!!!!! If you have any color problems Email questions to Andre at orderss@sbcglobal.net or go to www.mareeandre.com
EXPERIENCED HAIR STYLIST WANTED AT BUSY SALON ~
Looking for an experienced hair stylist who wants a partner to help them build their clientele. We have a busy salon in a higher end plaza with A++ location in Carrollwood Tampa. We have very good walk-in business. Our haircut/color prices range from $20-$85 and we focus on color, texturizing services, and smoothing treatments. We pay you to attend free educational classes and give you all of the tools you need to build your business. Commission up to 60% and a guaranteed hourly wage. (813) 390-5277

STYLIST NEEDED ~ Career Opportunity!!! Styles of Ponte Vedra is looking for an experienced stylist to join our team. We have an empty chair ready for YOU to fill! Our salon offers a laid back atmosphere, with easy going clients, in a professional attire setting. Commission on services and retail sales. If you already have a significant clientele base*, we are offering a $500 sign-on bonus, after 6 months of employment. (*significance to be established at time of interview) If you feel that YOU are the right fit for this opportunity, please call Denise @ 904-280-0494 to schedule an interview.

SHOPS FOR SALE

SALON FOR SALE KISSIMMEE, FL ~ Hair and Nail Salon on Busy Downtown Main street for Sale. Kissimmee, FL 4 Hair station, 2 Shampoo station, nail tech room and equipment Pedicure chair, Manicure station. Two Restrooms Number of employees: 2 + Owner Owner willing to stay on as Chair rental/Stylist. Remodel last year: Fully Equip. with Washer/Dryer, Refrigerator, Microwave and back room storage. Facilities: Just under 900 Sq Ft. Rent $800.00 Per Month. Gross Revenue: $46,000 FF&E & Inventory: $9700 Asking Price: $34,900 Contact Owner: Clarissa Bruno 407-414-5519

EDUCATION

LEARN NEW TECHNIQUES THROUGH DVD’S/VIDEO STREAMING - FREE CATALOG! Check out our award-winning instructional videos on Hair cutting (w/sheers, clippers, & razors), Styling, Coloring & Updo’s; Makeup; Facials; Manicures & Pedicures; Waxing & Hair Removal; Massage; and Spa & Body Treatments. 800-414-2434 ~ www.VideoShelf.com. DVD’s ~ Video Streaming.

LEARN WITH ELEVATION H ~ at the Little Salon on August 28-29, 2016. For a career changing haircutting look & learn + work session with world renowned Creative Director and Educator Cole Thompson. The Little Salon, 1776 Main Street, Sarasota, Florida 34236. 941.955.4691 to attend.. Contact LaTrynna Brown or Renee Wunderli.

BUSINESS OPPORTUNITIES

ATTENTION COSMETIC SKIN CARE ENTREPRENEURS; Boost your skin care business with your own private label brand. Receive proven repeat and referral sales with “Head to Toe” botanical water soluble formulas from the original Pioneer, American specialized manufacturer. We specialize in herbal cleaners, disencrustation formulas, enzyme masques, skin oils, Mineral waters, and plasmatic crèmes, custom crèmes for individual skin types. wp.botanical.mfg@gmail.com W.P. Botanical Mfg. - 949-598-4500

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SHOWS & EVENTS

JULY 2016

- 7-10: Aesthetic Show Las Vegas, NV 949-830-5409, aestheticshow.com
- 9-11: 8th Nail Tech Event of the Smokies Gatlinburg, TN nailtechevent.com
- 16-17: International Make-up Artist Trade Show (IMATS) Vancouver 360-882-3488, www.imats.net
- 18: National Aesthetic Spa Network Costa Mesa, CA www.nasnbiz.com
- 23-26: PBA Beauty Week Las Vegas, NV www.probeauty.org
- 24-26: Cosmoprof North America Las Vegas, NV www.cosmoprof-northamerica.com
- 24-26: Evolve Certification Class, Las Vegas, NV www.evolvinghair.com
- 30-8/2: AACS Career Educators Alliance Convention Las Vegas NV 800-831-1086, beautyschools.org

AUGUST 2016

- 7: National Aesthetic Spa Network Event Golden, CO www.nasnbiz.com
- 16: NCEA-Sponsored Prep Class, Boca Raton, FL www.nceacentified.tv 201.670.4100
- 20-21: Beauty Expo Australia Sydney internationalbeautyexpo.com.au

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SEPTEMBER 2016

- 4-6: China International Beauty Expo chinainternationalbeauty.com
- 7-8: MakeUp in New York New York, NY makeup-in-newyork.com
- 10-13: 12th Annual Beauty Fair Sao Paulo, Brazil beautyfair.com.br/us/
- 11: NailPro Sacramento Sacramento, CA www.nailprosacramento.com
- 11-12: The Intl Congress of Esthetics and Spa, Long Beach, CA 1-800-471-0229 www.LNEONLINE.com
- 11-12: SalonCentric Live Summit Grand Rapids, MI saloncentric.com
- 18-19: Armstrong McCall's World's Fair Austin, TX www.worldsfairhairshow.com
- 18-19: Strategies Team-Based Pay Conference, Chicago, IL www.teambasedpayconference.com
- 18-19: Pro Beauty North Manchester, England professionalbeauty.co.uk
- 19: Jon Gonzales presents Success Secrets of Top-Earning Stylists & Beauty Professionals, Las Vegas, NV www.hdcs4you.com 800-390-4237
- 24-25: The Makeup Show Dallas, TX www.themakeupshow.com
- 24-27: BehindTheChair's Color & Style Show Fort Lauderdale, FL 800-760-3010, behindthechair.com
- 25-26: Pro Beauty Ireland Dublin, Ireland professionalbeauty.co.uk
- 30-10/2: Aesthetic & Anti-Aging Medicine France euromedicom.com

OCTOBER 2016

- 1-2: SalonCentric Live Show Omaha, NE education.saloncentric.com
- 2-3: Cleveland Fashion Focus Cleveland Convention Center, Cleveland, OH www.cosmoprofbeauty.com
- 2-3: Allied Beauty Association Show: Calgary, AB, Canada 905-568-0158, ext. 205, abacanada.com
- 2-3: Olympia Beauty Show London, England olympiabeauty.co.uk
- 8-10: Intercoiffure Fall Atelier New York, NY intercoiffure.us
- 9: ABCH Exam for Certification, Washington DC www.haircolorist.com
- 9-10: Premiere Beauty Classic Columbus, OH 800-335-7469, ext. 142, www.beautyclassicshow.biz
- 9-10: Charlotte Fashion Focus Charlotte, NC fashion-focus.net
The full listing of upcoming national shows and events and regional classes and seminars is available online at www.stylistnewspapers.com. Educational events are listed free as space allows. To have your event listed, please email to lisa@stylistnewspapers.com.
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