



The Independent – Charlotte

Charlotte Sawyer is an independent stylist, who also works part-time in a salon. Charlotte was an early adopter of Colourstart, but getting started with the new allergy screening process was a bit of a challenge.

“I could see all the benefits, but it took me some time to get my head around exactly how I could make the process work for me, and then how I could best explain it to my clients”, she recalls.

Charlotte found setting up her Colourstart account was straightforward.

“I told myself that I’m a really good communicator – that’s one of the incredible strengths of a hairdresser, we love talking to people. So although it was scary at first, I knew I could do this once I’d got the process clear in my mind.”

As a freelance, and with only an Instagram page for her business, Charlotte’s most effective way of communicating with her clients is through texting. So she worked out a 5-step plan, using texts, to talk to her clients about Colourstart.

“I didn’t want to overload or confuse my clients with too much information in one go. So I broke it up into separate stages”, she says.

Here’s Charlotte’s 5-step plan:

Text One is a simple message saying that the way she tests before colouring is changing. It’s an approved process, and because Colourstart is a medicine, there will be a small charge. She also asks clients who have questions just to give her a call.

Text Two is an explanation of what the client should do once they’ve received an invitation to set up their own Colourstart Passport.

Text Three thanks the client for setting up their Passport and sharing their screening result, and reminding them, if they are ok to test, to buy Colourstart from her.

Text Four tells the client that their test is on its way, and reminding them to log back into their passport and follow the instructions carefully.

Text Five thanks the client for sharing their test result and asks them to make contact with her with their preferred dates for their colour appointment.

Each text ends, of course, with emojis and plenty of xxxxx!

Charlotte’s found that her clients have responded positively to the new system. “My clients have been really happy to take up the test, and they’re pleased I’m taking their safety seriously, especially at the moment.”

And things she’s learnt? “Screening and testing takes a minimum of 7 days before colouring, so you need to remind clients to follow the process properly. And make sure they know they can always contact you with any questions or concerns they have. Believe me, they will!”

Product information: Colourstart Test 65mcg Cutaneous Patch. Contains P-Phenylenediamine (PPD). A screening test for potential allergic contact dermatitis to PPD.

Information about this product, including adverse reactions, precautions, contra-indications, and method of use can be found at www.colourstart.com. Adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk?yellowcard or search for MHRA Yellow card in the Google Play or Apple App Store. Adverse events should also be reported to Trichocare Diagnostics Ltd. Legal Classification: GSL. Licence holder: Trichocare Diagnostics Ltd, Worlds End Studios, 132-134 Lots Road, London, SW10 0RJ