



Chris Connors owns a 3 salon chain in West Sussex called Coco's Style.

He's been in business for 30 years and still loves getting behind the chair. He has a team of over 40 across the 3 salons and has a client base of around 3,000, with each salon normally seeing 500 to 600 clients coming through the door each month.

Once Chris fully understood the Colourstart SCREEN and TEST process, he created a script for his reception team to use when they called clients to tell them about Colourstart.

A telephone call to each client is the first step in Chris's communication process: "We tell them about Colourstart, and give a simple explanation of the process. We explain that there will be a small cost, and we do also give them the option of continuing with the blob test if they'd prefer. So far, we've found that around 75% of customers choose Colourstart."

Chris has found very little resistance to the price of the test: "Once we've explained that the test is a medicine approved by the MHRA, and that most people are likely to be testing much less often than before, with less exposure to PPD, they get it and say yes."

Those who still prefer the blob test tend to be Chris's older clients, often without online access, as well as those who colour infrequently, perhaps only twice a year.

Clients (Chris prefers to call them 'guests') who do choose Colourstart are then asked to visit Coco's website where there is a full explanation of their 'safety before colour' policy.

There's also a link to the Colourstart website and to the 'How to Use Colourstart' video.

Chris's website has an online shop for product, and clients can buy their Colourstart patch test there, along with any other hair products they may need. When he sends out the test, he also includes a guide on how to use the test, and what to do when the test is completed.

"We've always been very strict about testing before colour. Being able to demonstrate clearly that we take client safety seriously is a big added value for us, and we believe gives us competitive advantage," he says.

Chris's advice to hair professionals choosing Colourstart?

"Keep it personal – talk the process carefully through first with your team and then with your clients. Sit down with clients if necessary and explain it in simple steps. They'll get it. It's time well spent, and in the long run it will be simpler for you, and more convenient for them."

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