



Independent Salon Owner – Derry

Derry Vilcans-Moody is an independent salon owner, with a single salon - called Russell James - located in Chalfont St Giles in Buckinghamshire. The salon is a consistent awards winner at the British Hair and Beauty Awards.

Derry has a client base of around 450, and normally has 5 chairs with 3 stylists operating 5 days a week. His salon is known for its high standards of service (Derry calls his clients his 'guests'): "We have a reputation for treating our guests as individuals, caring for them, advising them on their haircare and taking their wellbeing very seriously".

Derry has embraced the Colourstart Screen and Test process as part of his new colour safe policy: "It can be daunting to introduce something new, daunting for us and for our guests as well. But Colourstart sits very well with our salon ethos of mindfulness for both our guests and the environment."

Derry began by working with his team to understand the Colourstart process fully: "It did take a little time to get our heads around it. We talked through the process, thinking about how we could best introduce it, and second guessing the questions our guests would have, so we would all be well prepared," he says.

Derry and the team created a succinct, staggered communications plan for talking to guests about Colourstart:

Step One: he made a short social media video, saying there were changes to testing for colour and that he would be in touch with guests with more detail.

Step Two: he emailed guests describing his new colour safe policy, and introducing Colourstart as a medicine licensed by the MHRA, which could be purchased from him.

Step Three: his team then called their guests to start booking appointments, and asking if they would like to buy Colourstart or choose to continue with the AAT blob test.

Step Four: alongside the individual contact with guests, Derry has used his website to give a detailed description of his new colour safe policy along with the two options of Colourstart or the AAT. Here he breaks down the Colourstart process into 5 simple steps, and guests can also watch the 'How to Use Colourstart' video.

So far he's had a very positive response, but there have been some issues: "However clearly you think you've explained the process, guests still come back with questions. It's usually because they haven't read the instructions that we've given them carefully enough. We're just having to be patient!"

Derry has one further piece of advice for hair professionals adopting Colourstart: "Don't be apologetic about the need to charge for the Colourstart patch test. It's new, it's pioneering, and it's a medicine regulated by the UK authorities. That's what I'm saying to our guests, and we've had very little push back."

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