



The Independent Stylist – Maria

Maria Vasiliou is an independent stylist with a database of around 300 clients.

Maria made the decision to use the Colourstart Screen and Test system, and then sat down to work out the best way to tell her clients what this would mean for them.

First she needed to understand for herself exactly how all the elements of the Colourstart process work, and this was initially tricky. She found that rolling out the new system involved quite a lot of planning, administration and effort:

“Anything new can be a challenge, but I decided I was going to make this work for me and convince my clients to get involved too.”

Maria is a great believer in using texting to communicate with her clients:

“It’s quick, short and I find it gets their attention better than any other method”, she says. So she devised a 6 phase texting plan to inform her clients about Colourstart and what they would be asked to do.

Phase One informs the client that she’s changing the way she tests for allergy before colouring and asks if they’d like to know more

Phase Two tells them in more detail what Colourstart involves

Phase Three gives more information on the Colourstart process and how the client can register for their Passport

Phase Four provides practical information on how to use the test, with a link to the ‘How to Use Colourstart’ video

Then the next two phases are reminders to the client:

Phase Five is a reminder to share their Passport screening result, if they haven’t yet done so.

Phase Six is a reminder to buy the test and apply it, if the client hasn’t yet done so.

Even though Maria has developed an effective way of communicating with her clients, she still finds they ask a lot of questions.

“I’m always happy to talk to clients, but it did get a bit full-on, especially when I first started. You just have to talk them through the steps carefully, until they get it.”

Maria now sees that with her system up and running, there’s actually less work for her, less record keeping, less reminding clients what to do, because Passport takes most of the admin off her shoulders.

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.

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