



The Independent Salon Owner - Rachael

Rachael Hopkins has been running The Lounge salon in the suburbs of Cheltenham for the last 18 years.

She has a regular client base of around 700, with 70 or so normally coming through the doors each week, greeted by her team of 1 full-time and 3 part-time stylists.

Rachael's clients are loyal: "They tell me it's like visiting a friend when they come to The Lounge for an appointment" she says...

Rachael and her team are strong advocates for testing before colour every time, especially as Rachael herself is allergic to PPD. It took a little time for them to get to grips with the Colourstart Screen and Test process. "I found it was important to talk through the process with each of the team, so we all understood the detail. Not everyone was convinced straight away, especially because they've been used to using the aat and were concerned about the insurance implications."

But Rachael is now convinced of the benefits of the system and is rolling it out to all her clients in parallel with her online booking system.

"When the client books online, we send them an email to confirm, information on the change to our safe colour protocol, and a link to the Colourstart website for them to follow." Once she knows that the client can use the Colourstart test, she then asks them to buy it either from her or from SalonLove - together with instructions on how to use it. Interestingly, we've found no issue so far with clients being asked to pay for the service."

Up to now, Rachael has found that around 80% of clients have used the test with no problems, and then shared the result with her. But there have been issues with the others: "The challenge with some clients is that they just don't read the instructions. So they ring me up saying 'I've done this, what do I do now?' when the instructions are actually perfectly clear if you take time to go through them. It can be frustrating."

Rachael is sure that once she has the opportunity to talk through the process with clients in salon, things will be easier: "As hair professionals, we're visual people, and it can be difficult for us to explain processes over the phone or in an email. When we're face-to-face with the client, we can talk it through calmly and carefully, and even show them what to do on our own Passport. It'll be a lot easier."

Overall, Rachael and her team are certain using Colourstart will be beneficial: "We love the fact that the burden of testing, which could often be a worry, is taken away from us and is now in the hands of the client."

Certainly Rachael would agree that change can be a challenge, but her message is that getting the communication right both with the team and with clients makes for a smoother transition, and for fewer calls from perplexed clients in the long run.

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