

# Get the GLOSS

Whether you're looking to get more bums on seats, or keep existing clients in the salon for longer, glossing services could be the key

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L'Oréal Professionnel Paris' latest colour insights revealed that while the number of consumers getting their hair coloured is stable, frequency of appointments is dropping. So, what can be done to boost bookings for existing clients, and how can you ensure you're also enticing new clients at the same time? "We're in a world now where healthy and luminous hair is most clients' top priority," explains Jacob Simmonds, Colour Director at HOB Salons Northwood, for Wella Professionals, "and performing one of the many kinds of glossing services is essential to creating that almost glass-like look." Glossing treatments can fall into one of two categories, coloured or clear – however both offer ample benefits to existing and prospective clients.

## Boosting Frequency

If you're looking to utilise glossing services to increase the appointment frequency of existing clients, then why not highlight its ability to keep colour looking fresher for longer? "A gloss can act like a semi-permanent but without any harsh regrowth and can be added to the main colour service to enhance tone. Or it can be offered as a top-up in between colour appointments to get rid of unwanted tones and boost a faded colour," explains Amber Swift, Salon Manager at Charlie Miller, Holy Corner, for L'Oréal Professionnel Paris. Discussing how these treatments can really amp up shine, Joe Hill, Aveda International Technical Capability Manager, says: "Many of these products don't penetrate the hair shaft or alter the hair's natural pigment like hair colour does. Instead, they coat the hair cuticle, which is what gives hair the smoothness and shine."



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While some clients may be apprehensive to keep their colour topped up for fear of damaging their hair, did you know that glossing services can actually improve the health of the hair internally, in addition to adding external shine? "Professional glossing treatments are designed to reverse damage from chemical processes and rebuild structure to recover the hair's natural quality," explains Philip Meehan, Revlon Professional Brand Master Educator Ireland and UK. Jo Robertson, ELEVEN Australia UK Education Director also expands on this by explaining how these treatments work, sharing: "A gloss sits on the outer layer of the hair, adding beautiful shine as well as tone. They are usually performed with a low percentage of peroxide which sits on the cuticle and does not shift the natural hair." In this respect, switching from permanent to gloss can be a great option for clients with over 70% grey hair, with Bethany Hunt from Luke Benson Hair explaining: "I would suggest they keep up with permanent on the roots, but move over to a gloss on the ends."

In this current climate, clients may be reluctant to increase their salon visits but glossing services can be a great way to help them out of a colour rut, with Jo adding: "Glossing is a great way of being able to add new, no-commitment tones into hair; adding warmer, soft coppers in the winter and beige blondes in the summer will get clients returning over and over again."

### Colour Cautious

While glossing treatments can be an easy sell for clients who already colour their hair, what about your clients that only pop in for a cut or blow-dry? "Glossing services often provide a softer, more natural finish to the hair, which can be less daunting for people who are new to colour and want to dip their toes in," explains Laura Elliott, Head Stylist for Neäl & Wølf.

You could also suggest a clear gloss to these clients as an introduction to colour – just be sure to fully explain the benefits, as some consumers might not understand how something clear can make such a big difference. James Davies, Moroccanoil UK Educator, provides the perfect pitch to share with clients, explaining: "A clear gloss can really pack a punch when it comes to the shine and condition of the hair. In a way it plumps the hair with a colourless colour that makes the strands feel fuller and more reflective." If your clients want a slightly more in-depth explanation, Nicholas Fletcher-Holmes for Goldwell says: "Most salon-based glossing services are demi-permanent, which means that they literally glaze the cuticle layer of the hair, while some of the small colour molecules enter the outer layers of the cortex,

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GOLDWELL

giving a 3D gloss effect." He also explains that acidic glossing treatments, such as Colorance Gloss Tones from Goldwell, cause the cuticle to lie flatter, therefore increasing the reflective qualities of the hair.

It's also worth noting that while clear glosses don't technically contain any colour pigments, the effects of a gloss can still make a client's hair colour appear different, with Abbey Smith, INDOLA UK's Ambassador, sharing: "INDOLA PCC shade 100 can be mixed with INDOLA Color Transformer to add shine without the colour, which can make dull, virgin hair appear richer in colour."

### Everyone's Welcome

Glossing services can also be a great way to attract new clients to your salon, especially if you actively promote them. "You can do this by posting about them on social media and updating your service menus online," says Evie Skaros from Ena Salon for Davines. And while shouting about the shine they can add to hair is great, James Earnshaw, Wella Professionals Global Ambassador, also recommends highlighting the personalised colour results that can be achieved, explaining: "With glossing treatments you can create tones bespoke to each client that suits their skin tones."

Meanwhile, Victoria Panting, Technical Educator for Paul Mitchell, suggests showcasing before and after transformations to demonstrate the effectiveness of these services. She adds: "Provide informative consultations to educate potential clients about the process and benefits of glossing, building trust and confidence in your salon's expertise."

You can also advertise the flexibility of colour services to help attract new clients, Suzie McGill, Schwarzkopf Professional UK Ambassador, tells us: "You can promote glossing treatments as both a standalone service or as an add-on to blow-dries, haircuts and



colour appointments.” Plus, James explains that these treatments can be used on all your clients, regardless of their hair type or colour: “They work for everyone, from fine blonde hair to enhance shine to textured hair, adding dimension and gloss.”

### Let's Talk Language

It's one thing to know the benefits of glossing treatments, but it's another to convey this clearly to your clients – which is where language plays a role. “Salons need to let potential new clients know they are specialists in glossing services,” says Philip. “The terminology is really important, so we need to be talking about shimmering toners, flawless blondes, beautifying naturally grey hair, colour melts and clear glossing treatments. By talking about the benefits of glossing treatments, you can establish yourself as a destination salon and give your clients a reason to visit.” This is something Lisa Whiteman, ALFAPARF Milano Professional Colour Ambassador UKI, agrees with: “Depending on which clients I'm dealing

### GREAT FOR ALL THE TEAM

“While glossing treatments can help draw in new clients, they're also a great way to help your juniors build their column,” explains Kelly Shone-Adams, OSMO Technical Advisor and owner of Technocracy Hair Salon in Neath, Port Talbot. “An easy way to do this is to incorporate them into blow-dry and styling packages.”

with I would refer to the service as something different – a toner, gloss, glaze or shine and protect service. It's a sure-fire way to let the service do the talking for you.” Meanwhile, Suzie also agrees in the importance of a personalised approach, noting: “I would focus on the benefits it can offer for their specific hair concerns and goals. By tailoring my pitch to the individual client's needs and emphasising the benefits of the glossing treatment, I can help them see the value in adding this service to their regular haircare routine.”

And when it comes to talking, Nicholas says: “I start by asking a simple question. It really is as easy as asking, ‘Do you want shinier hair?’ or ‘Do you want your tone to last longer in between appointments?’”

It can also be beneficial to make these treatments sound super luxurious and exciting, which is where Kevin Murphy BRAND.MASTER Ana McCormack's description can come in handy. She says: “The pigments in Kevin Murphy's GLOSS are different to your regular colourants. Think of a regular hair colour like a lipstick. In GLOSS the pigments are what we would describe as holographic. This means they give beautiful luminosity with a more lip gloss-type glaze.”

However, it's also worthwhile communicating to your clients that it is possible to have too much of a good thing... Dan Spiller, Colour Ambassador for JOICO Europe, expands on this: “Like anything, I always advise a less is more approach. The point of a glossing treatment is to revitalise colour, but it's important your clients don't become overly reliant on these treatments to maintain the health of their hair.” To avoid this, always recommend professional aftercare products to all your clients, focusing on their specific hair needs – such as bond repair or shine enhancers. **HJ**

Turn to page 38 to see the pro's glossing picks.



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