

Caring about hair colour is important, from giving it tailor-made highlights to providing products and 'beauty' creams to pamper the hair at home. Hairdressers have long believed in the need for special colour haircare regimes. Now women everywhere believe it too.

**Rodolphe, Coloré par Rodolphe. Paris - France**  
With healthier lifestyles, there is now a high demand for natural products in hairdressing. To care for colour between visits to the salon, women want products that are easy to use. I notice that clients are increasingly well-informed and open to the business of haircare. I think this implies that they also want to control their colour. This is why I always prepare a personalized highlights shampoo for each client, giving them something that they can use at home before their next appointment. Always recommending haircare products means I gain customer loyalty. By feeling responsible for their colour, women build a relationship of trust with their colour technician that they rarely break.

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# TRIBUTE STUDIO

photo: Jérôme SARRAZIN

# Colour hair care

Entretenir sa couleur laisser le professionnel lui élaborer. des reflets à la carte, à emporter chez soi, choyer sa chevelure avec des crèmes de beauté, un credo plébiscité par les coiffeurs et désormais prisé par les femmes.

### Rodolphe, salon Coloré par Rodolphe. Paris - France

Vie saine oblige, il y a désormais une très forte demande de naturel dans la coiffure. Pour entretenir leurs couleurs entre deux visites au salon, les femmes veulent des produits faciles à utiliser. Je constate qu'elles sont de plus en plus informées et ouvertes sur la question du soin. En filigrane, je pense qu'elles aiment aussi maîtriser leur couleur. C'est pour cette raison que je n'hésite jamais à préparer pour chacune d'elles un shampoing reflets personnalisé, qu'elles pourront ensuite utiliser à la maison avant leur rendez-vous suivant. Aller systématiquement vers le soin signifie aussi fidéliser ma clientèle. En se sentant responsables de leur couleur, les femmes entament avec leur coloriste une relation de confiance qu'elles ne brisent que rarement.



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