

C.U.T.S.™

Vol. XLVI

Creative and Unique Tips for Salons

© March, 2010

In this issue:

- :: Beth Minardi: Dear Professional Colorists
- :: Stacey Soble: Your Red Carpet Assignment
- :: Carmine Minardi: This Season, Bigger is Better
- :: J.D. Wright (SECO): Buy the Very Best Quality
- :: Howard Gurock: The Importance of Ambient Light
- :: Jayne Moorehouse: Show Time



Dear Professional Colorists,

As many of you know, creating a soft, lovely auburn color result is not always easy when working on high percentages of gray hair.

Sadly, the gray (white) hair near the scalp can develop to a too bright "Ronald McDonald" shade. I've found that brightening THE HAIR SHAFT to a brighter red tone, while using a warm, neutral gold at the "root" area, produces a very pretty auburn/red without the unwanted "hot roots."

JOICO offers an AGE-DEFYING series of color. I particularly enjoy using the NG+ at the root, with the addition of little or NO red. I mix the AGE DEFY 5NG+, 6NG+, or 7 NG+ with equal parts of 20 volume developer. This MUST be processed for a full 45 minutes at room temperature.

Then, during the last 10-15 minutes of processing, use your favorite no-lift, demi-permanent shade like Shades E.Q. to add a rich, warm, light auburn tone to the hair shaft.

Remember that when working on gray hair, achieving a BRIGHT RED is easy. So, be careful and use little or no red at the root and brighten the hair shaft--a soft root and a bright hair shaft will yield the most readily accepted, natural-looking, soft, red color.

All the best,
Beth Minardi

minardinyc@aol.com

MINARDI nyc
salon

www.minardinyc.com

Your Red Carpet Assignment

How to leverage the telecast, motivate your staff and increase your repertoire.

The Grammys, the Oscars, the Emmys, the Golden Globes--a great award show can get your clients buzzing about hair and makeup trends, as well as top fashions. But have you ever considered leveraging a red-carpet telecast to motivate your staff, polish up some technical skills and add new services to your menu?



Stacey Soble,
Editor in Chief
SALON TODAY

This Season, Bigger is Better

Get Waves into Hair, the Quick Way

The fall collections are about to debut in NYC this weekend as I write this letter. I am sure there will be a lot of interesting hair happening, as the fall collections usually have much more hair and makeup than the spring. There seems to still be the trend towards bigger, fuller, bouncy hair--the kind that only waves can produce. Here are a few ways to get waves into hair in a quick way



Carmine Minardi
Minardi Salon

facebook

twitter

Follow Minardi Lighting on Facebook and Twitter
-or- email us to subscribe to C.U.T.S.™

MinardiLighting@eco-lite.com

See other side for more article excerpts.

My Message is Simple: "Buy the Very Best Quality You Can Afford!"

Remember, if someone is offering a lower price, there is probably something that you are not getting.

In an attempt to provide some helpful insights into salon design and furnishings, I'm finding my inspiration for this article comes from a strange place.

Our company received a call from a frantic salon owner. She found herself (for reasons I won't bore you with here) in a predicament where she had to close down her salon and move out of her space that very day. We pulled our staff off their other projects and attacked the project. This was a salon that we had designed and furnished 15 years ago, so I expected that most of the furnishings should go straight into the dumpster.

As I walked through the salon explaining to my staff what items should be removed and what items to leave behind, I was amazed at the condition of the furniture. The styling chairs were still in great condition. The shampoo sinks still looked and worked well. The stations, front desk, and retail units were all still in working order. Sure, the colors were a little dated, but other than that, there was no reason to think that this equipment couldn't continue to function for another 10 years!



J.D. Wright is president of SECO, one of the premiere providers of design and furnishings for the salon & spa industry. Visit their website at www.4seco.com.



The Importance of Ambient Light

Make Sure You Talk to an Expert.

Ambient lighting, also known as general lighting, is very important for a

salon. Ambient lighting sets the mood and tone for a salon and can give the appearance of a lively, vibrant place of business, if done correctly, or a dull, drab setting, if done incorrectly...

Howard Gurock is co-president of Eco-Lite Products, LLC, the makers of Minardi Color Perfect Lighting™, and has a monthly lighting column in C.U.T.S.™. You can contact him at howardg@eco-lite.com.

Show Time!

Time to do SOMETHING to re-energize your business.

It's show time in the professional beauty industry.

Whether you travel to Chicago to see Beth at America's Beauty Show, attend one of her Table of 10 in-depth sessions on color, spend a day in a marketing seminar, or take a hands-on updo class to get ready for prom and wedding season, it's time to do SOMETHING to get re-energized with new skills and a new approach to your business.

As a double bonus, every time you attend a show or take a class, you also have a ready-made opportunity to share the good news with your clients and those in your professional and personal networks.

Take along your notebook, FlipVideo and camera, and you'll be ready to share what you learned in a press release, salon newsletter and blog. You'll also have enough information to discuss it with your colleagues at the salon and on your social media sites...

Jayne Morehouse is president of Morehouse Communications, Inc., a full-service brand communications and public relations agency. Reach her at jayne@morehousepr.com, connect with her on Facebook at JayneMorehouse and follow her on Twitter @JaynePR.



Become Part of Our Next Issue and Get a Chance to Win Special Prizes and Giveaways

Ask a contributor. If you have a question for any of our contributors, please feel free to email us at MinardiLighting@eco-lite.com. If your question is published in an upcoming issue of C.U.T.S., you will receive a Beth Minardi DVD.

If you have any comments or suggestions (i.e. types of articles you'd like to see, etc.), or if you would like to contribute an article to the next edition of CUTS, please feel free to email us or call us at 1-800-345-9652. For more info, visit us at www.salonlights.com or www.eco-lite.com.

