



THE ECO-FRIENDLY CLIENT

COLOURS THAT COMMUNICATE

Greens



Whites



Neutrals



Earthy Tones



BUZZWORDS

Eco-Friendly

Sustainable

Green

Zero waste

Vegan salon

Vegan hairdresser

Organic

Natural products

Sustainable hair

colour

Eco colour

Organic hair colour

Cruelty-free beauty



WHAT TO SHOUT ABOUT



Your eco credentials. What makes you an eco-friendly salon? Why did you go Green?



Other initiatives that make you eco-friendly. Use social Stories to share your eco journey.



The results. They don't want to compromise on great looking hair.

SERVICES TO FOCUS YOUR MARKETING ON



Eco-friendly hair colour



Vegan-friendly products & services



Refillable hair products

YUMMY MUMMYS & HIGH FLIERS

COLOURS THAT COMMUNICATE

Greys



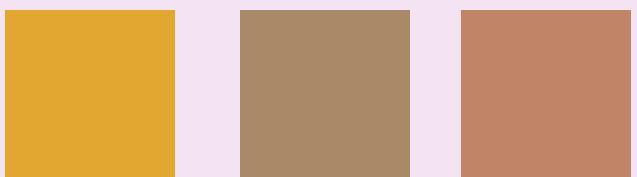
Purples



Blacks



Golds



BUZZWORDS

Indulgent

Premium

Luxurious

Deluxe

Opulent

Decadent

High End

Couture

Personalised

Calming

'Me' Time



WHAT TO SHOUT ABOUT



The luxury experience you provide. Share the little touches that will make them feel special.



The premium haircare and styling brands that you work with.



The results. They want a nice experience, but most importantly they want fabulous hair.

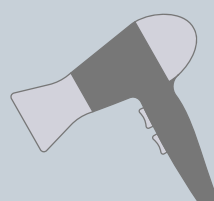
SERVICES TO FOCUS YOUR MARKETING ON



Smoothing treatments



Personalised colour services and glossing treatments

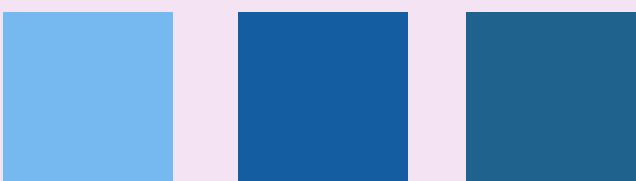


Blow dries and extensions

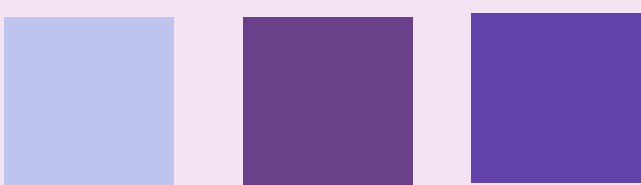
WORKING PARENT CLIENTS

COLOURS THAT COMMUNICATE

Blues



Purples



Greens



BUZZWORDS

Instant Results
Express services
Out of hours
Relaxing
Peaceful
Calming
Long-lasting
Friendly
Me-Time
Professional



WHAT TO SHOUT ABOUT



Convenience - especially late nights and flexible opening hours.



Loyalty schemes and rewards



The results. They want low maintenance, long-lasting results but it needs to look great!

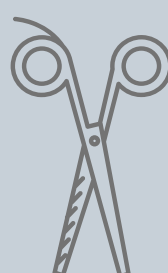
SERVICES TO FOCUS YOUR MARKETING ON



Low maintenance, long-lasting colour services



Anti-ageing colours and treatments



Personalised cutting and styling



DARE TO BE DIFFERENT CLIENTS

COLOURS THAT COMMUNICATE

Hot Pinks



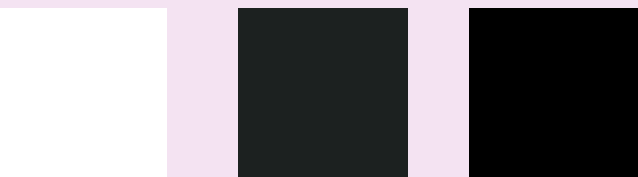
Vivid Yellows



Red-Hot Reds



Monochrome



BUZZWORDS

Creative
Individualistic
Personalised
Balayage
Dip dye
Bleach and tone
Mermaid hair
Unicorn hair
Rainbow hair
Holographic hair

WHAT TO SHOUT ABOUT



The endless creative possibilities



Damage-free colour - and why hair health matters



The results. Let your scroll-stopping photos speak for themselves

SERVICES TO FOCUS YOUR MARKETING ON



Balayage services



Colour correction



Plex treatments

ON A BUDGET CLIENTS

COLOURS THAT COMMUNICATE

Navy



Happy Yellows



Warm Reds



BUZZWORDS

Affordable luxury

Inexpensive

Money-saving

High value

Discounted

ONLY

Outstanding value

Long lasting

Reliable

Friendly

FREE



WHAT TO SHOUT ABOUT



Your offers - for clients new and old - and late availability appointments



Reviews and recommendations that prove its not too good to be true



The results. No one wants a cheap and cheerful cut or colour.

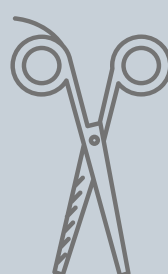
SERVICES TO FOCUS YOUR MARKETING ON



Cut and colour packages



New team members and graduate stylists



The best of the basics