WELLA PROFESSIONALS

couture COLOUR

THE PERFECT CONSULTATION

GET STARTED

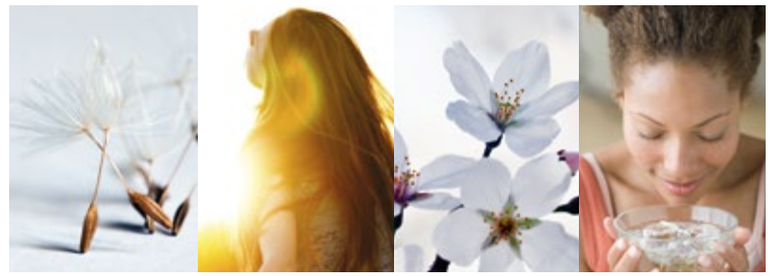
YOUR **PROFILE**

PERFECTION

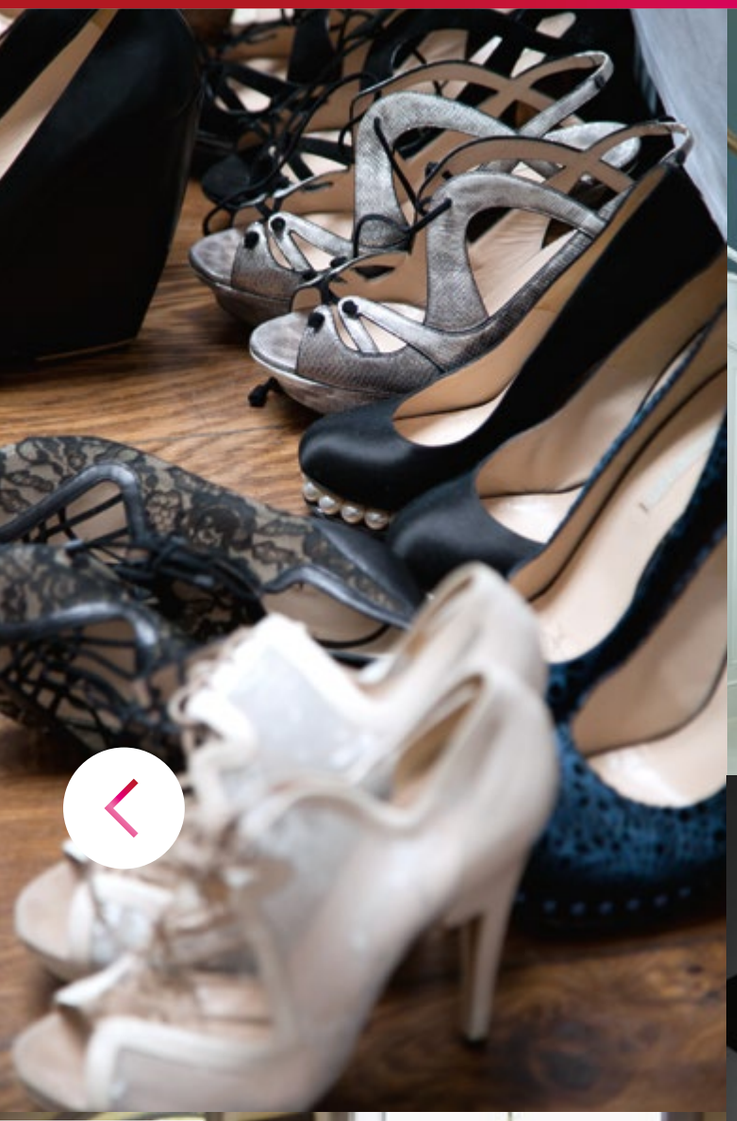
TRENDSETTER

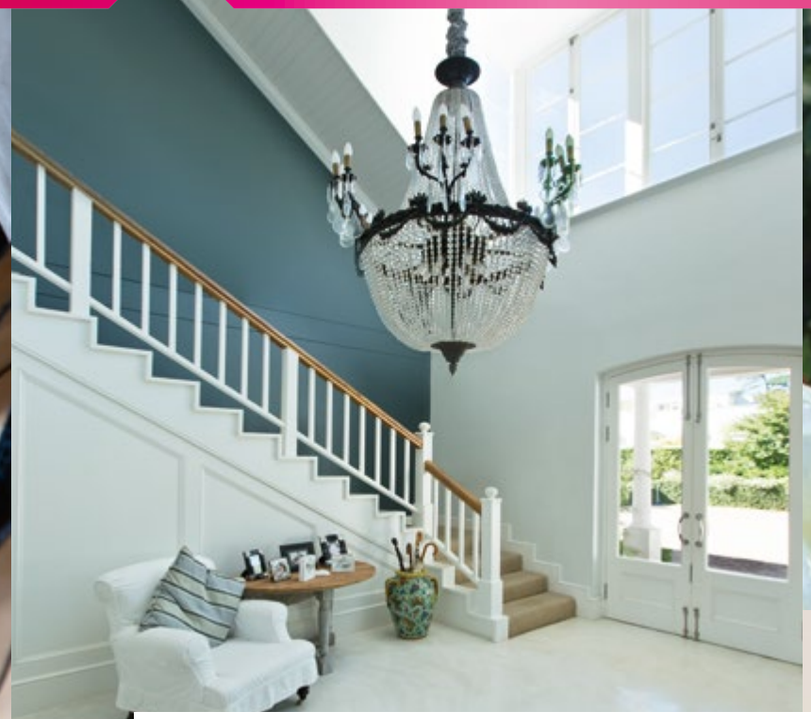
EXPERIENCE

HARMONY



couture COLOUR

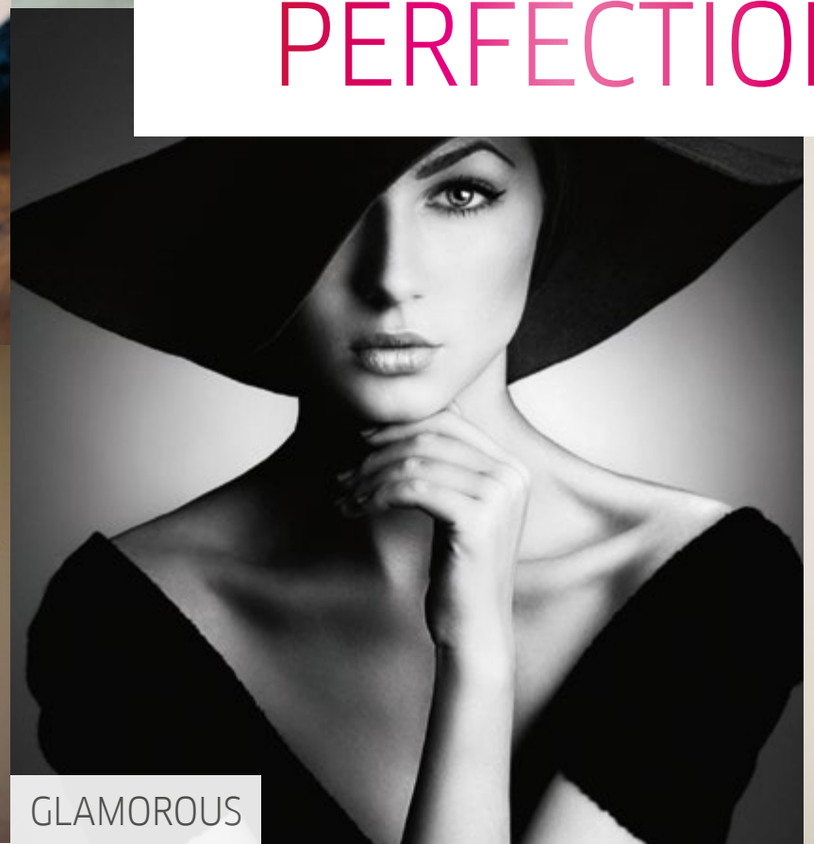




STRUCTURED

PERFECTION

POLISHED



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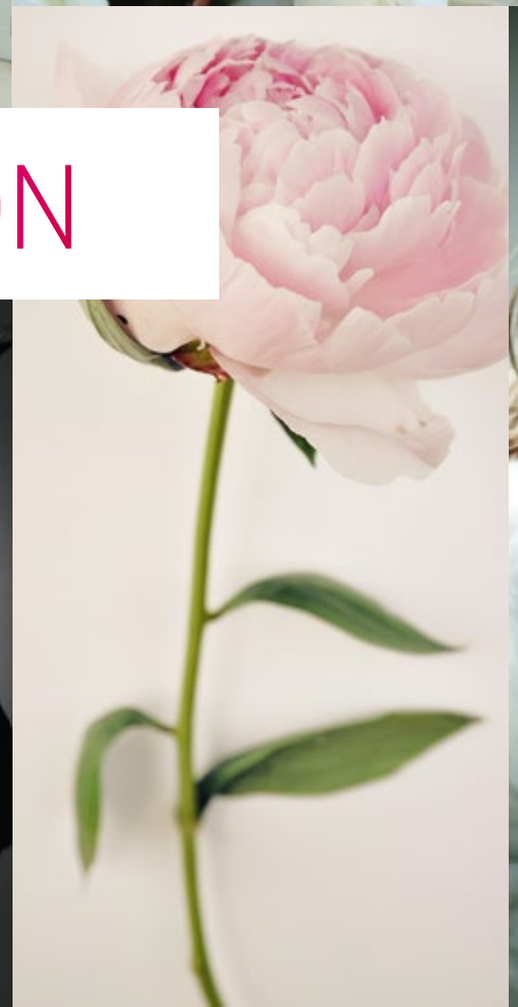

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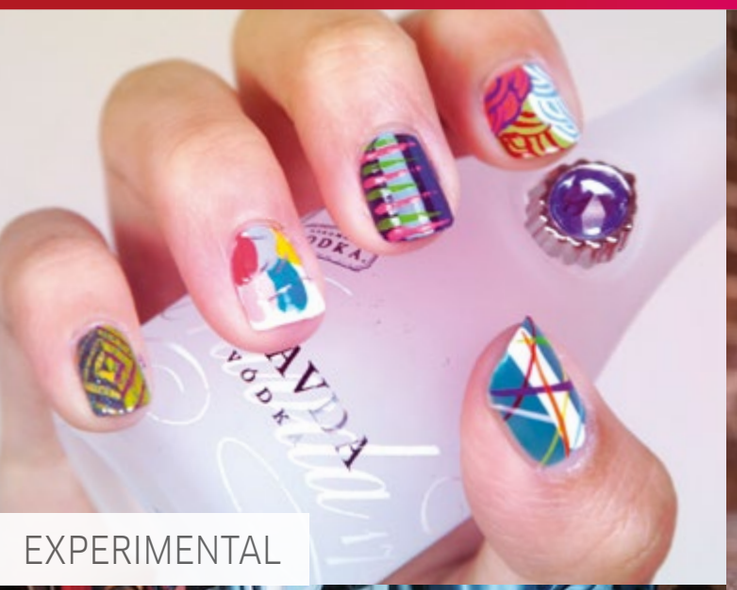
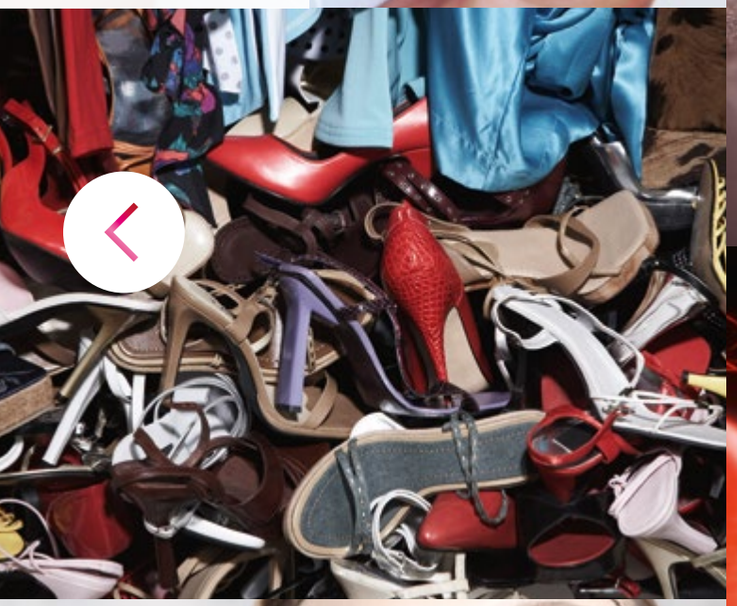
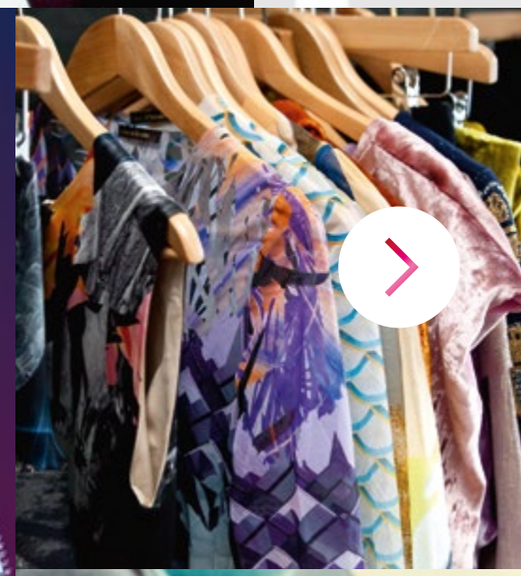
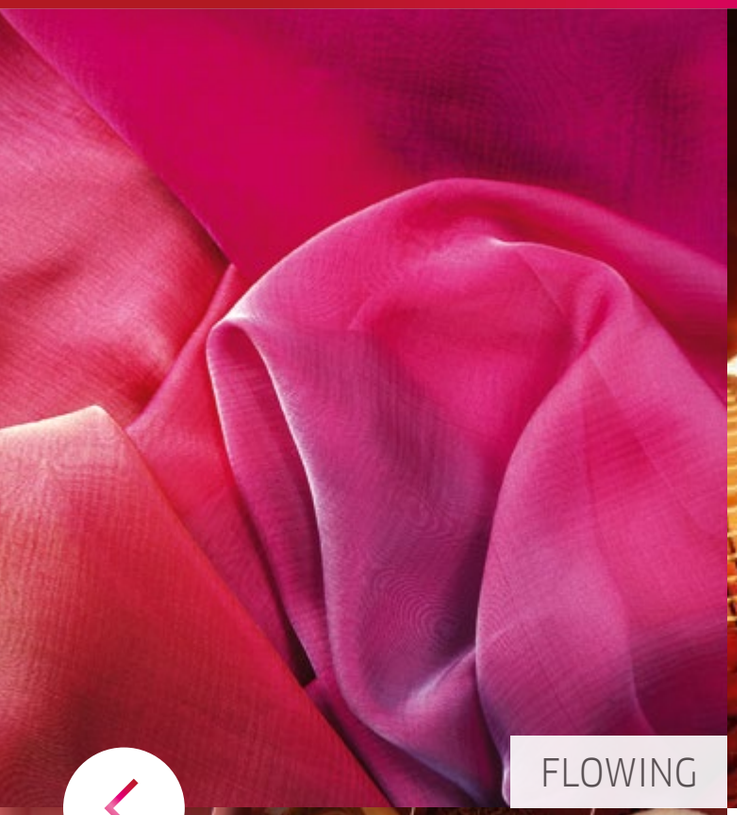






couture COLOUR

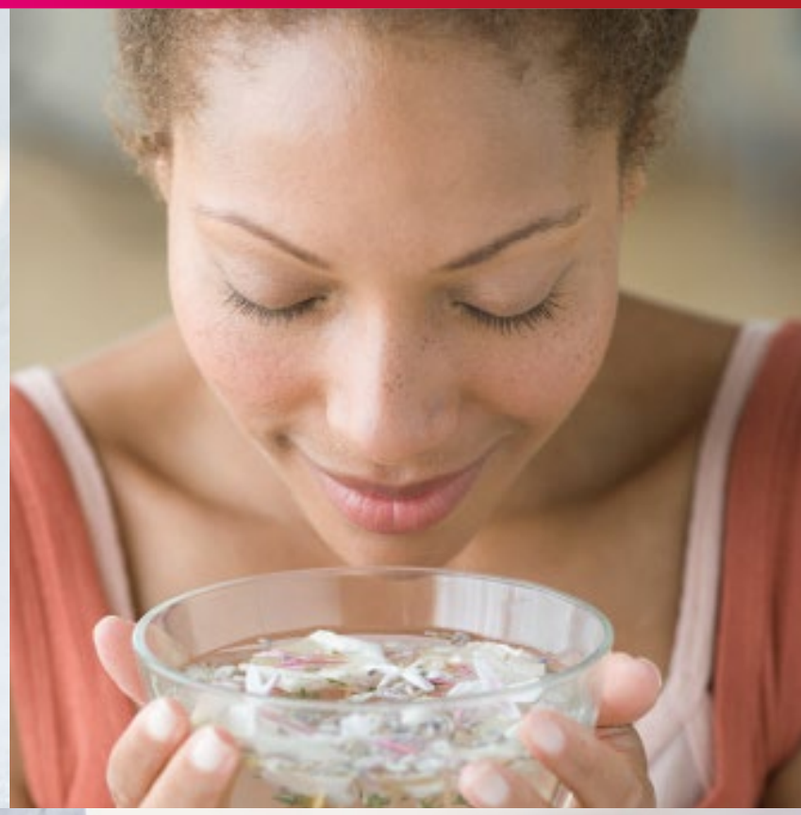
EXPERIENCE

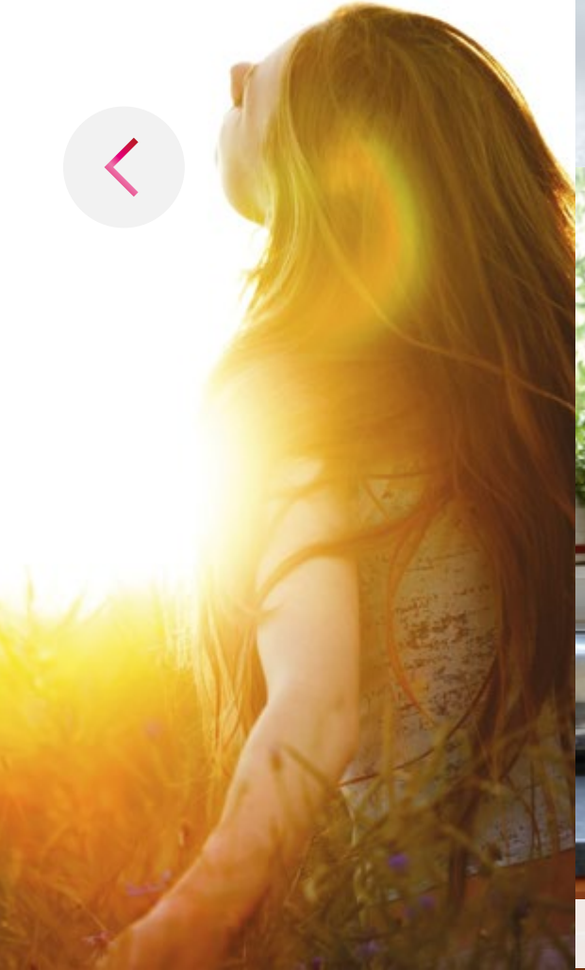

FLOWING

PLAYFUL

LUMINOUS

NATURAL



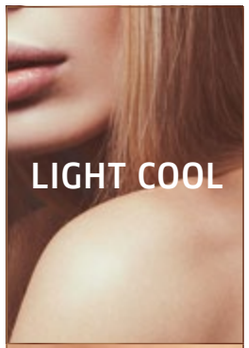
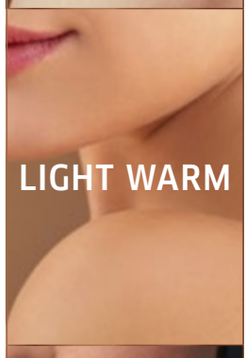
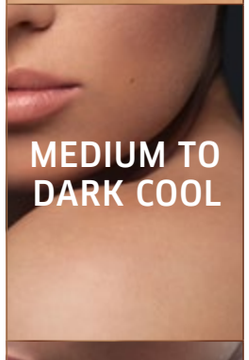
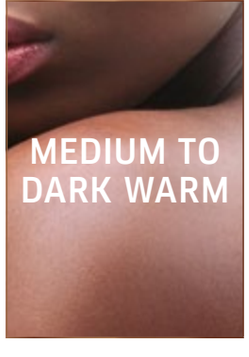


HARMONY

HEALTHY

SOFT

couture COLOUR

	SKIN	EYES	NATURAL HAIR	RECOMMENDATION
 LIGHT COOL	rosy-pink, pinkish-beige or pearl/porcelain	grayish-green, bluish-green or light blue	light to dark ash-blond	White/Platinum Blonde Light Browns Highlights lighter than natural base
 LIGHT WARM	ivory or peaches and cream	amber, green, hazel or brown	light gold blond, reddish blonde	Strawberry Blondes Light Golden Brown Blondes Warm Soft Reds
 MEDIUM TO DARK COOL	light to dark olive or dark brown	brown to deep brown, deep blue, deep green, greenish-blue	black, dark-brown	Blacks Coffee Browns Plums and Cool Reds
 MEDIUM TO DARK WARM	warm, yellow undertones, a golden brown/coppery complexion	deep brown, green, light brown, amber or topaz	dark brown, chestnut, warm red browns	Dark Golden Brown Chestnut Warm Chocolate Rich Coppers

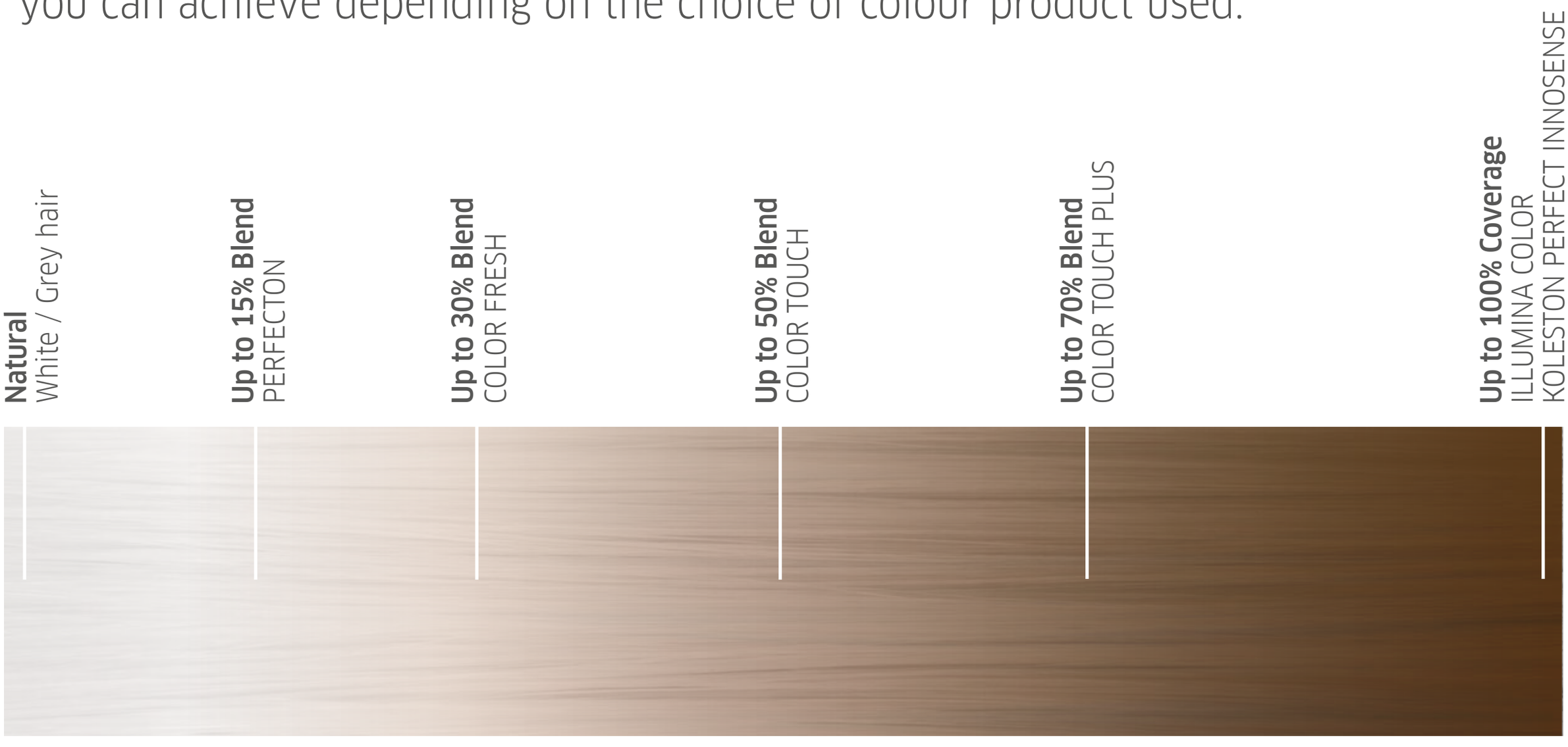
couture COLOUR

NATURAL DEPTH

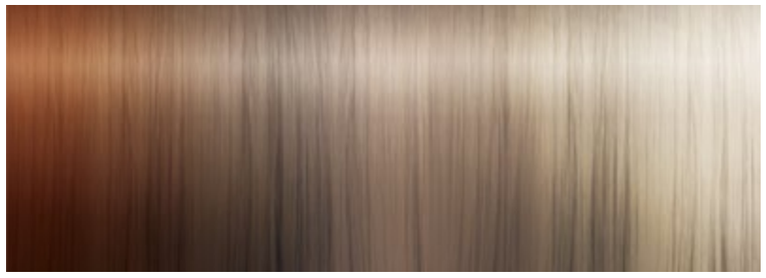
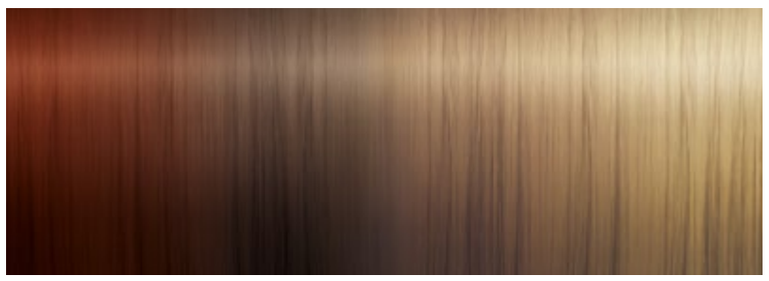
	10/ Lightest Blonde	**9/** Very Light Blonde	**8/** Light Blonde	**7/** Medium Blonde	**6/** Dark Blonde	**5/** Light Brown	**4/** Medium Brown	**3/** Dark Brown	**2/** Black
75% GREY/WHITE									
50% GREY/WHITE									
25% GREY/WHITE									
NATURAL DEPTH									

COVERAGE

This shows strands of white/grey hair and the % of blend/coverage you can achieve depending on the choice of colour product used.

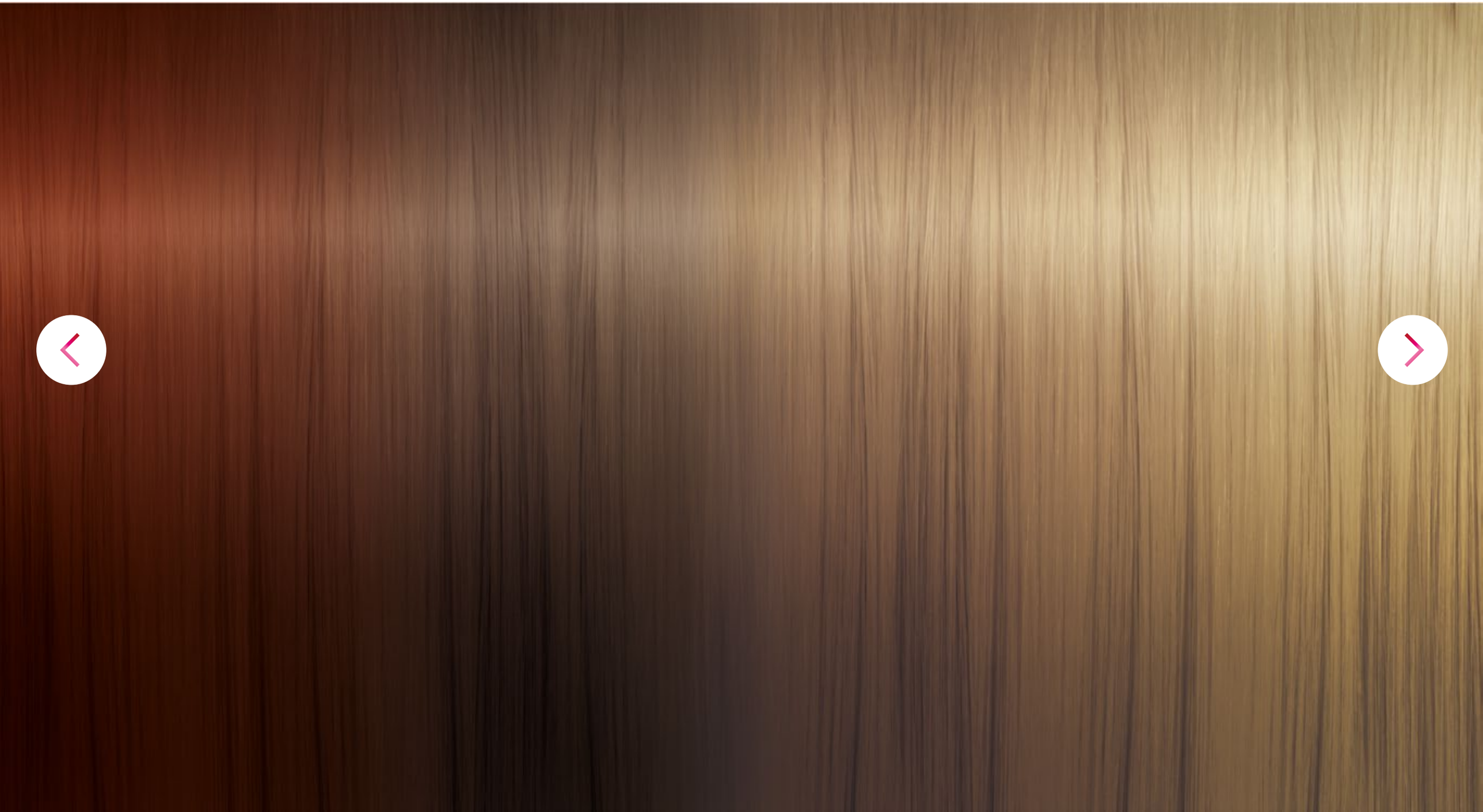


DESIRED COLOUR

COOL	
NEUTRAL	
WARM	

COOL

NEUTRAL



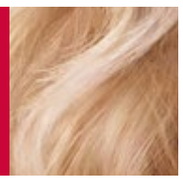
WARM

FINISH

NATURAL & HEALTHY

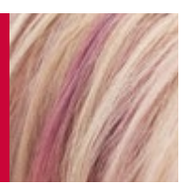
LUMINOUS & LUXURIOUS

SUN KISSED

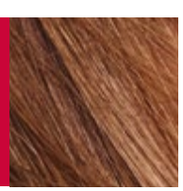


RICH & VIBRANT

PASTEL MATT



FRESH & GENTLE



couture COLOUR

GENTLE

VIBRANT

CONDITIONING

NATURAL & HEALTHY

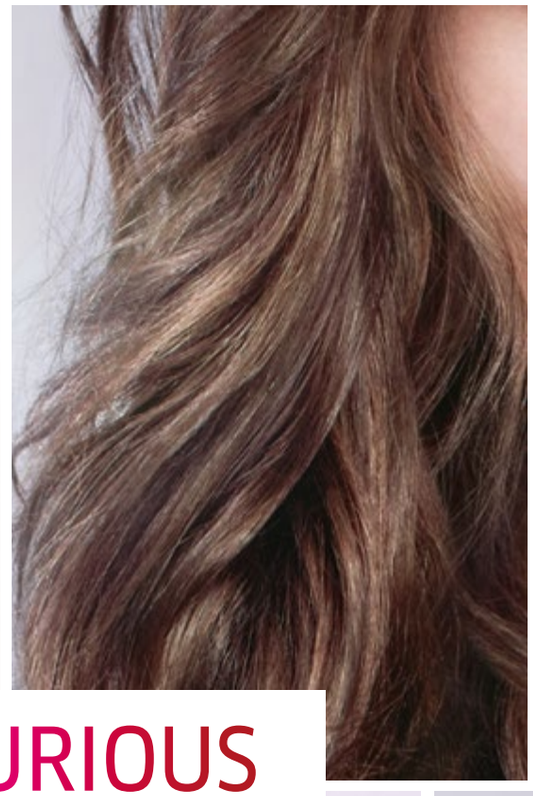
KOLESTON PERFECT INNOSENSE

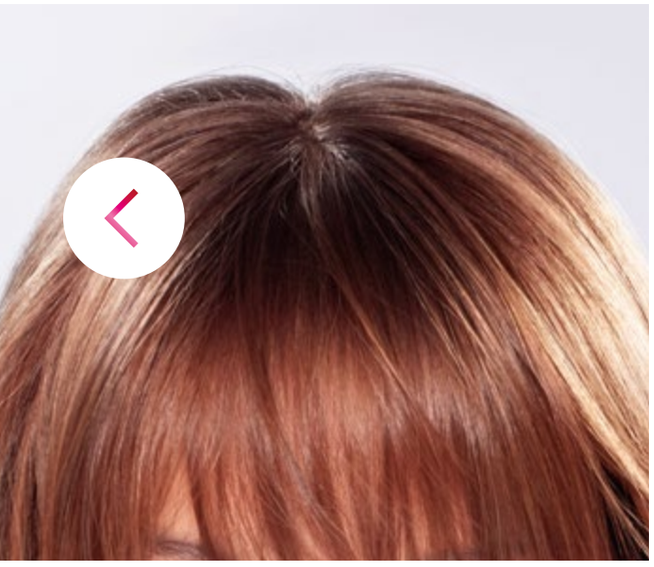
SHINE

couture COLOUR

HEALTHY

LUMINOUS

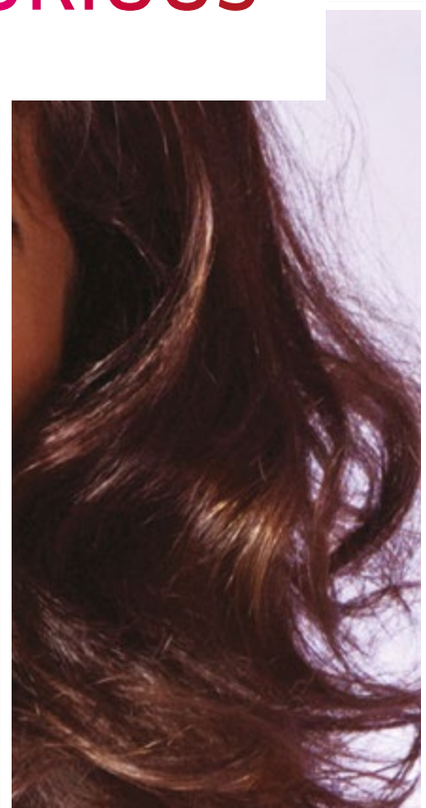




LUMINOUS & LUXURIOUS

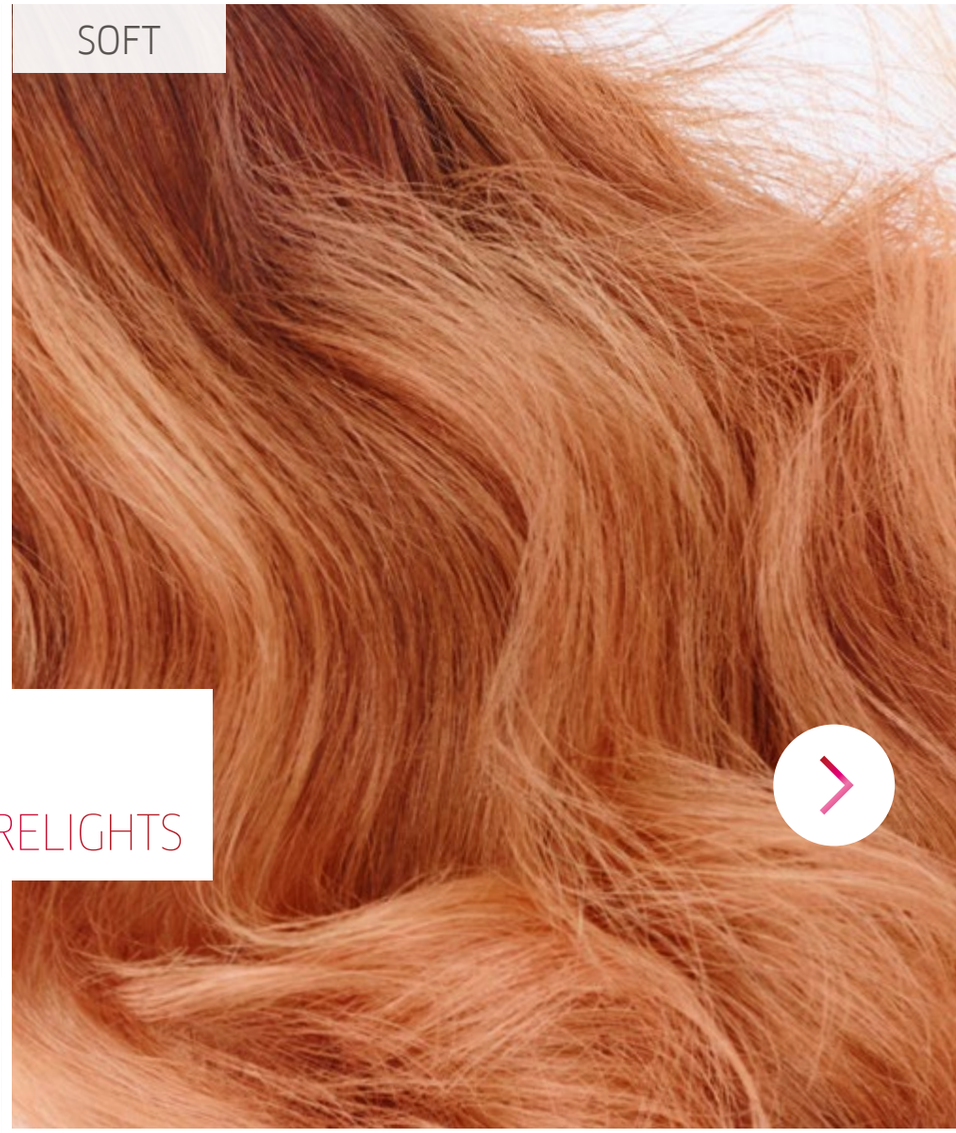
ILLUMINA COLOR

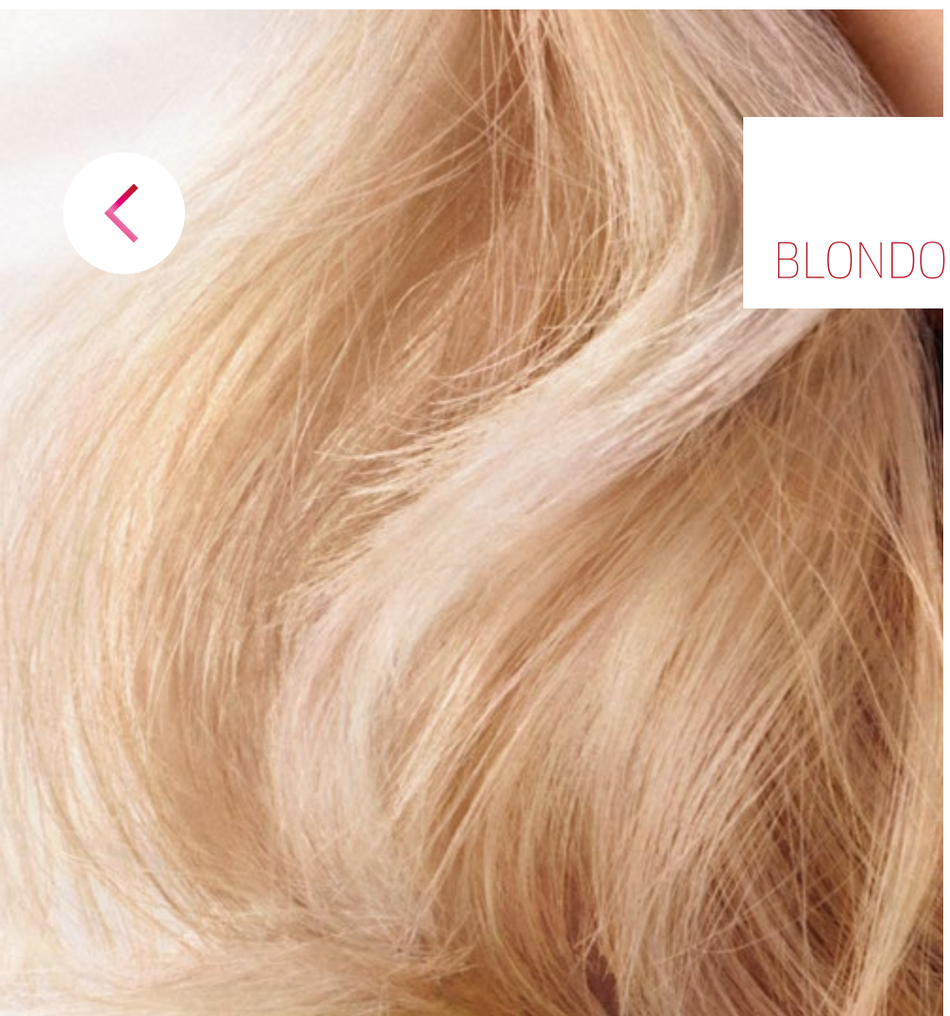
SHEER



OMBRE

SOFT

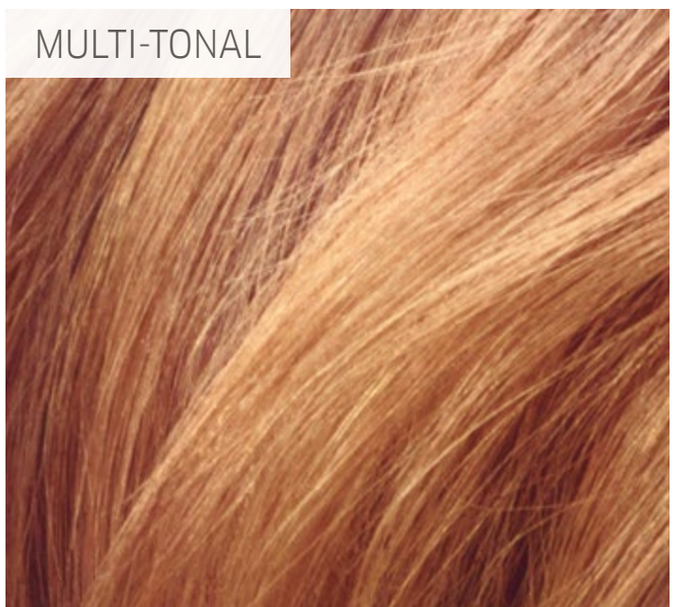




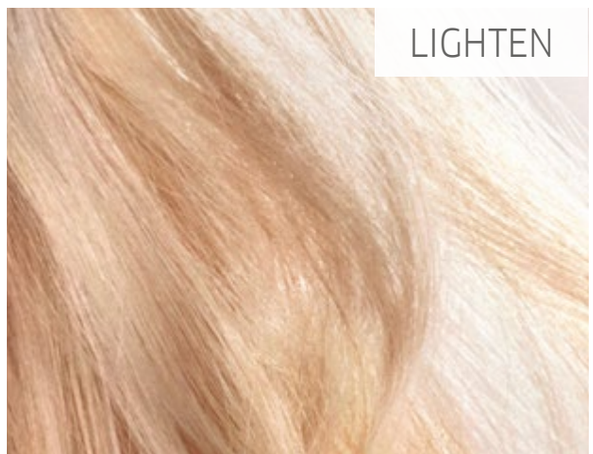
SUN KISSED

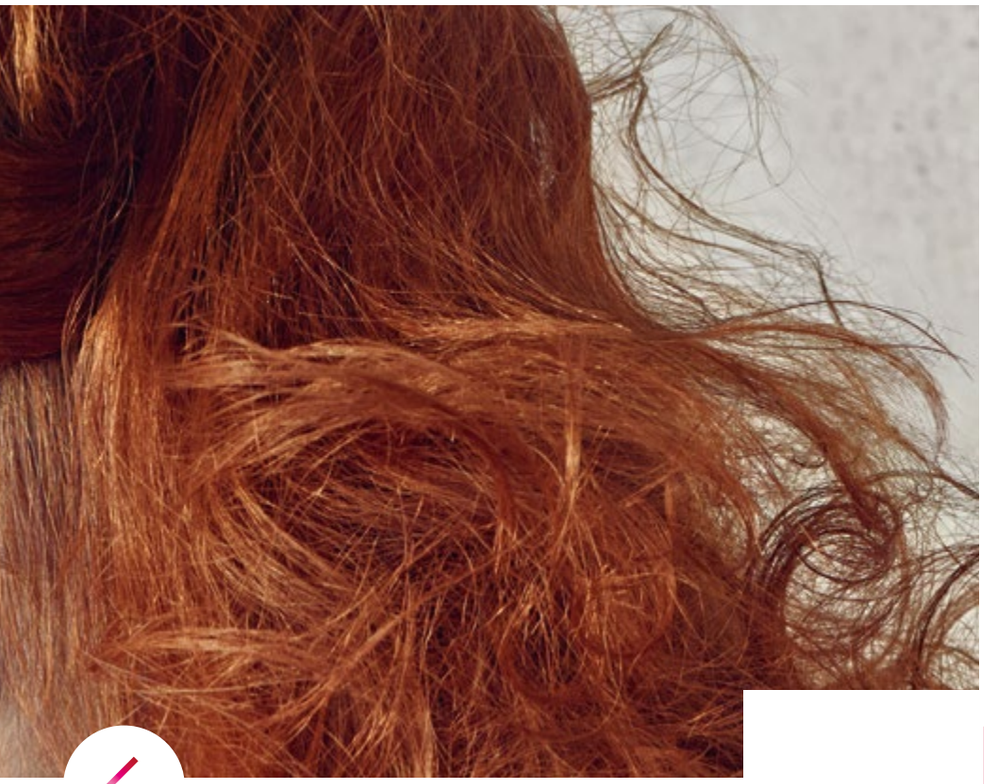
BLONDOR • FREELIGHTS • COLOR TOUCH RELIGHTS

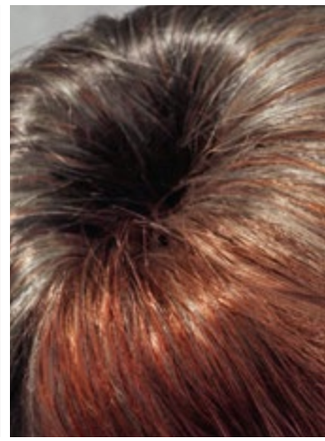
MULTI-TONAL



LIGHTEN

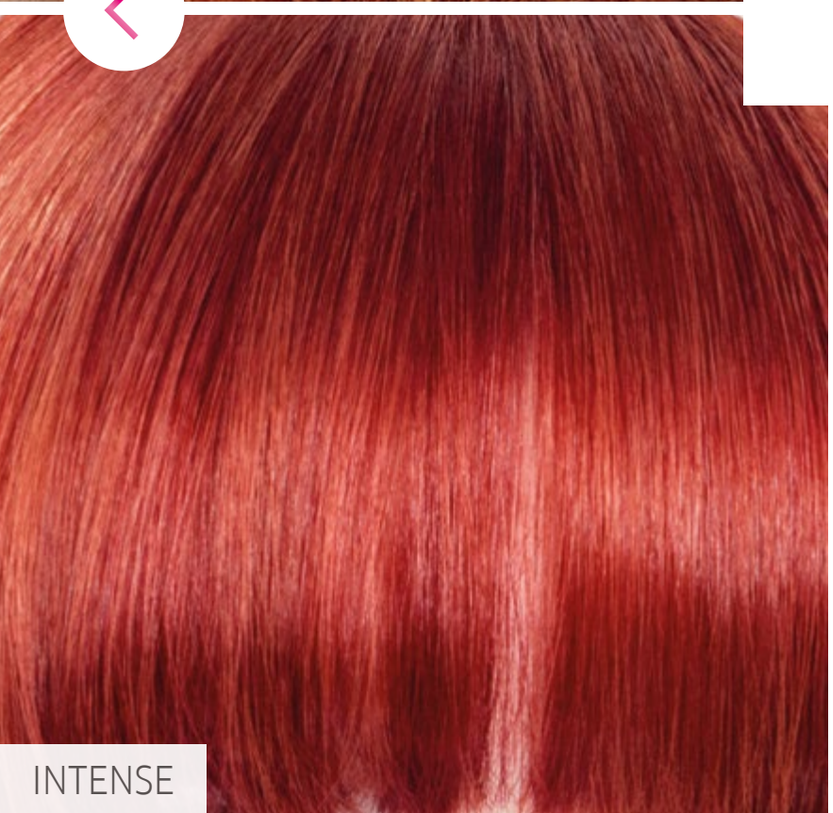


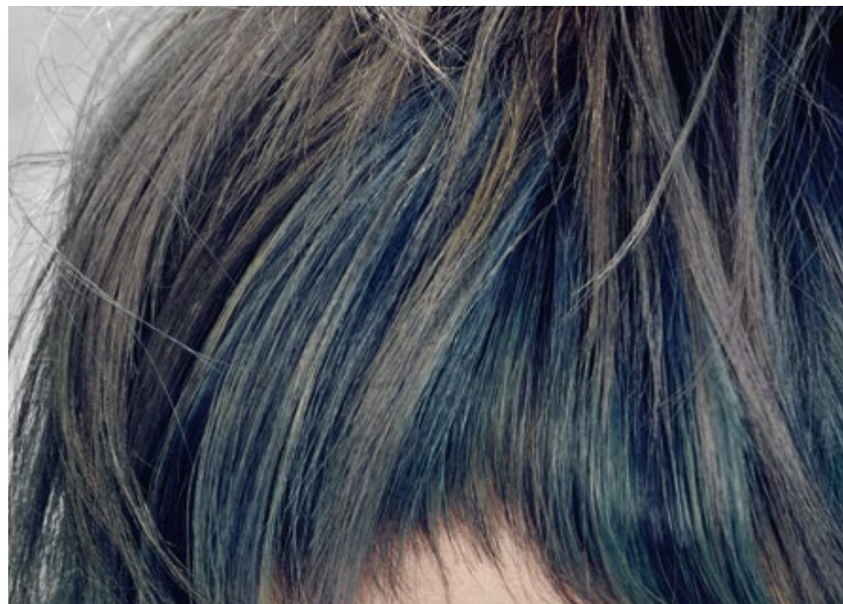




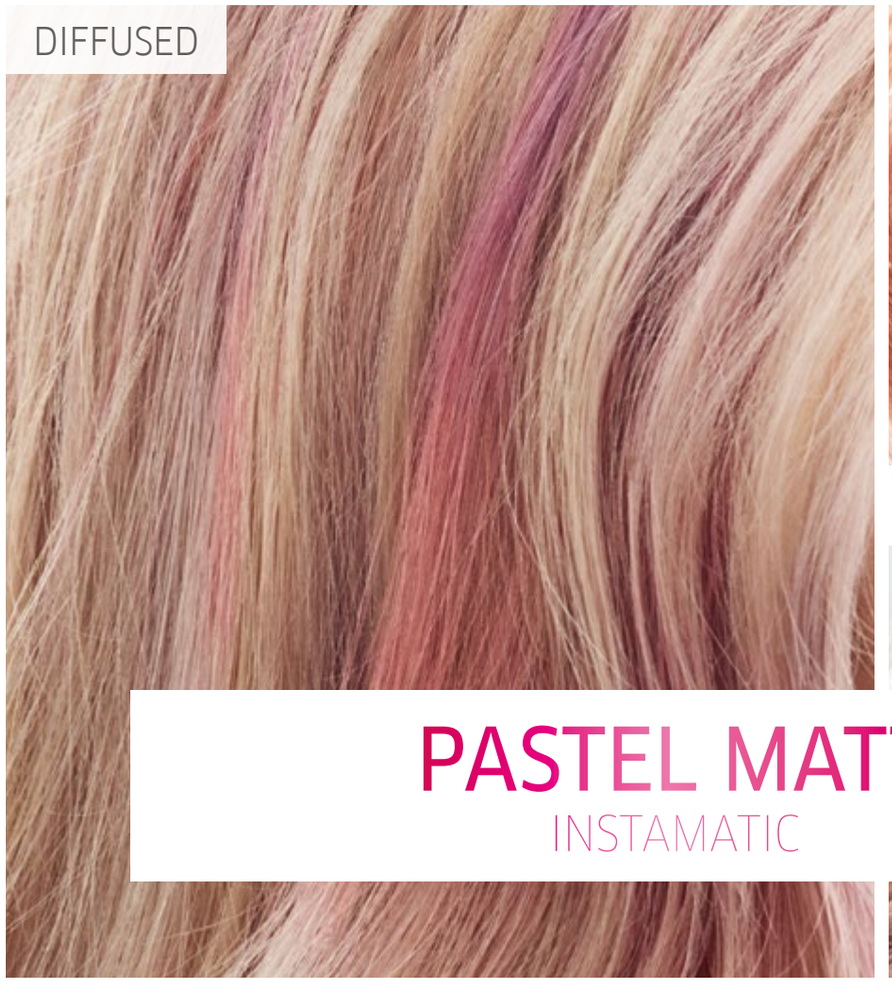
RICH & VIBRANT

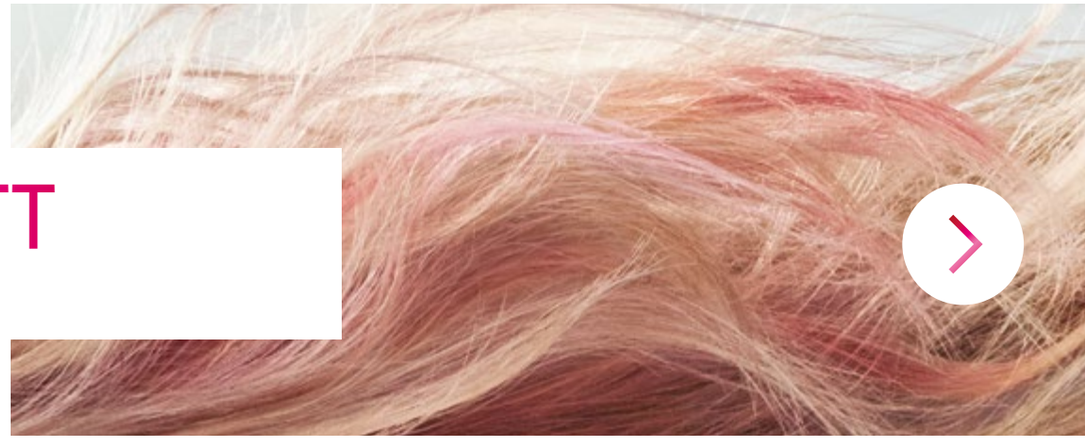
KOLESTON PERFECT • COLOR.ID





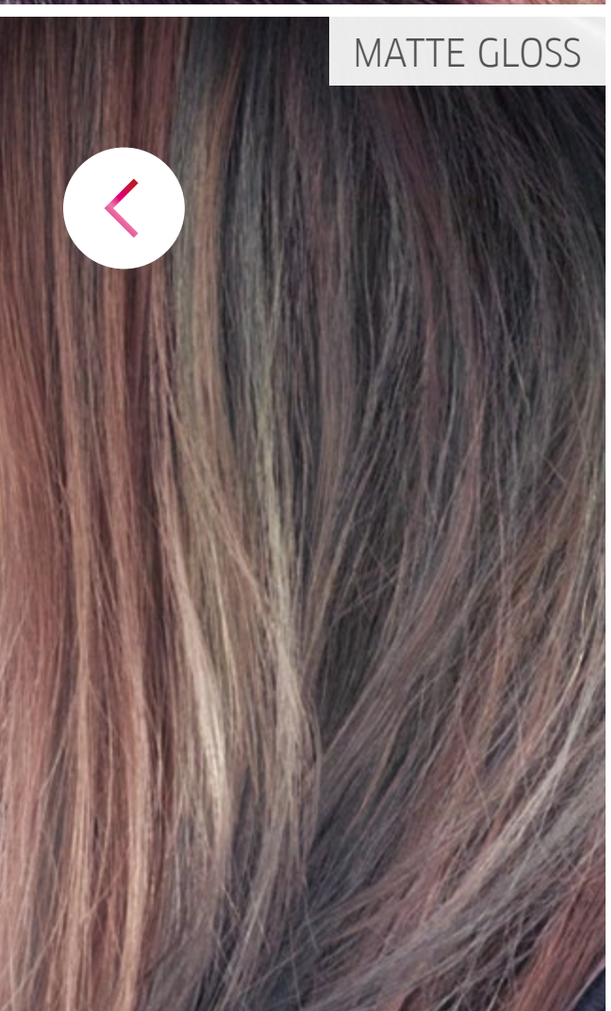
couture
COLOUR

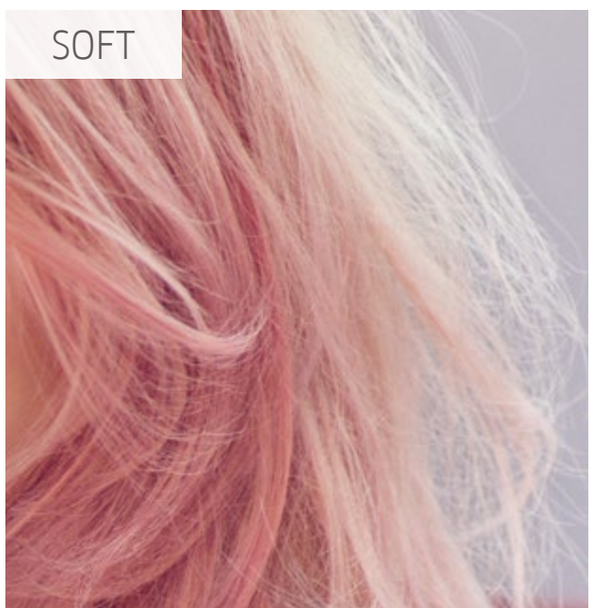




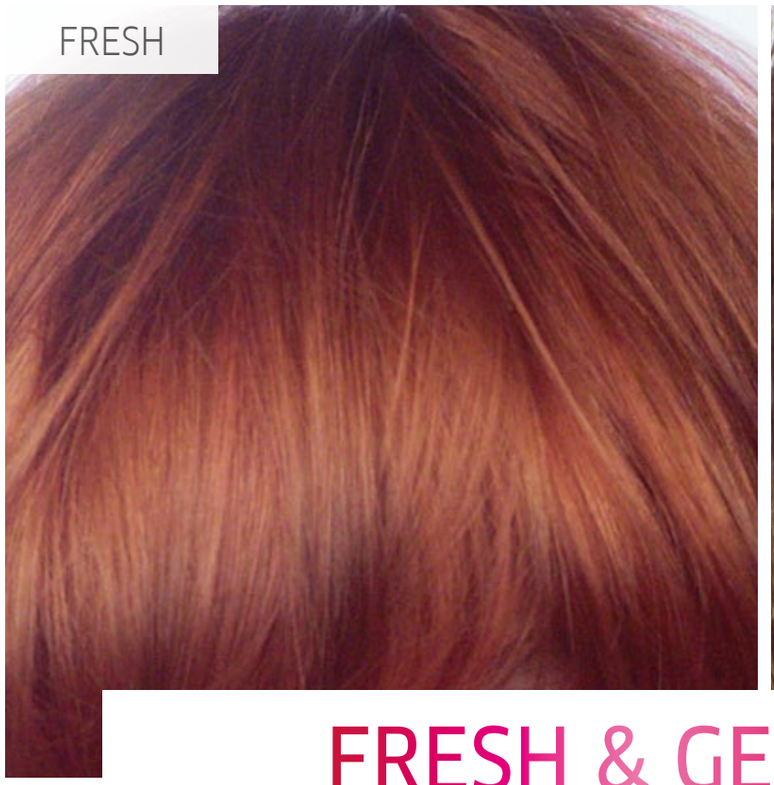
PASTEL MATT

INSTAMATIC

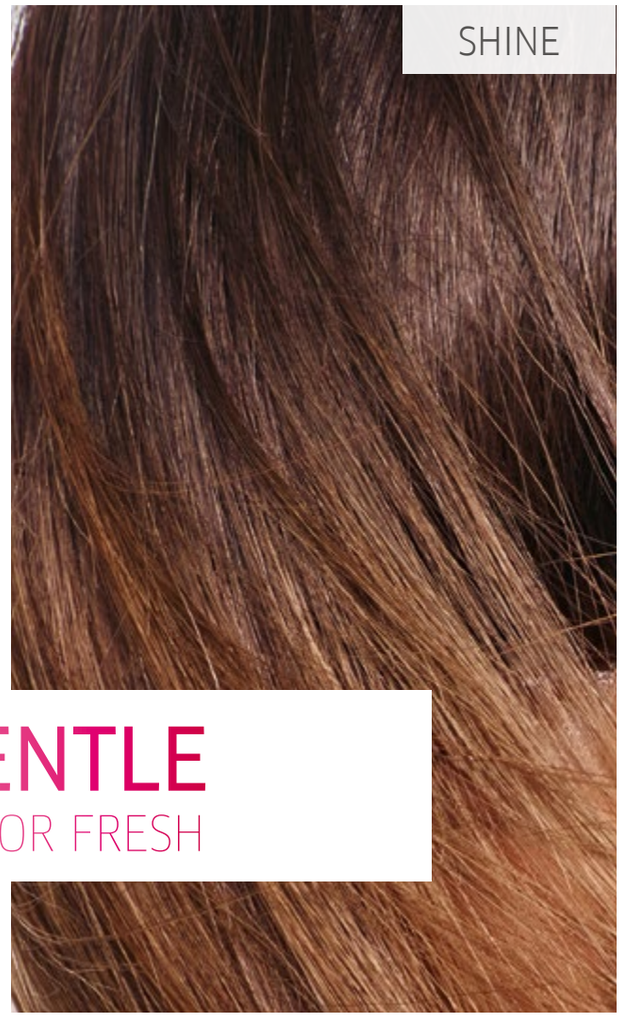




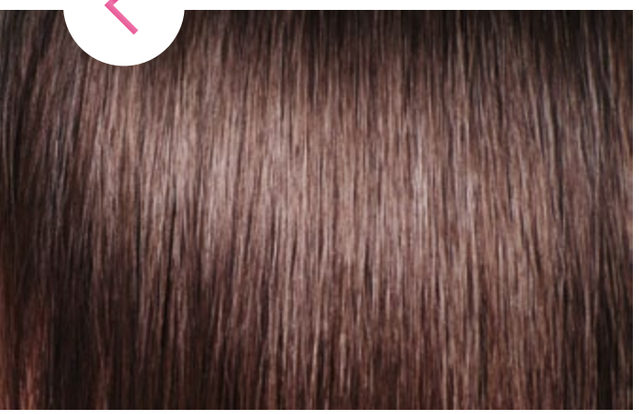
FRESH



SHINE

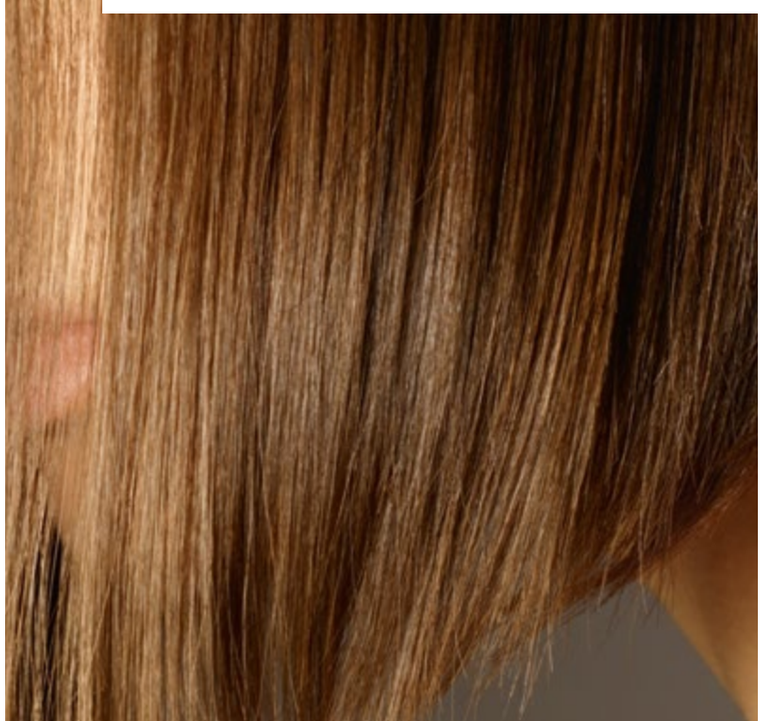


NAME



FRESH & GENTLE

COLOR TOUCH • COLOR FRESH



NAME

HOW TO USE THIS GUIDE

HOW TO USE THIS TOOL

THE CONSULTATION

CONSULTATION TIPS

CONSULTATION QUESTIONS

THE **CONSULTATION TOOL**

THIS INTERACTIVE TOOL WILL HELP YOU TO CARRY OUT A DETAILED CONSULTATION WITH YOUR CLIENT TO OFFER THEM A TAILOR MADE, COUTURE COLOUR SERVICE.

HOW TO USE IT:

1. Use the profile mood boards to talk to your client about their lifestyle, personality, likes and dislikes and therefore identify their primary and secondary colour needs.
2. Identify your client's skin tone using the warm or cool reflectors so that you can choose a colour to suit their tone.
3. Use the colour mood board to identify your client's natural colour.
4. Identify the colours your client likes and dislikes using the colour waterfalls.
5. Choose a finish with your client from the mood boards identifying the end look they desire. Each mood board includes the products you can achieve the finish with.
6. Ensure you check the expert tips and questions Section at the back to give you hints and tips on how to do a great consultation.

THE **CONSULTATION**

TO ACHIEVE THE PERFECT CONSULTATION AND ENSURE YOU CREATE THE BEST COLOUR RESULTS, FOLLOW THESE STEPS:

1. CREATE THE RIGHT ATMOSPHERE

Sit at their level, listen, listen, listen, discuss her thoughts before offering her yours, tailor your ideas to her specific problems.

2. GET PERSONAL

Know your client, use lifestyle questions – gather background and lifestyle information to build a picture of your client.

3. ADVISE

Consider personal features and qualities of your client such as skin tone and face shape. Advise your client on what you believe would look best.

4. OBJECTION HANDLING

Offer realistic advice, shade alternatives and explain why these are better/more suitable. Explain to your client the benefits of choosing a couture colour service in order to upgrade them to the higher price.

5. NEW IDEAS

Upgrade your client to couture colour service, discuss opportunities for future visits Suggest a date when the cut & colour will need to be maintained and re book.

6. SUMMARISE

Ask the client if she is happy and understands everything you have discussed. Invite the clients to ask further questions, offer them help and give them solutions to problem solving.

CONSULTATION TIPS

1 Always check the colour from roots to ends; your colour results are only as good as the surface you work on.

2 The colour will last as long as the hair will allow it to last – condition is key.

3 When assessing the history of the hair you need to go back to the length of the hair.

4 Look at what you have got, what you want to achieve and then how you are going to get there. When you write it out, you will find that the steps become more logical.

5 Establish your client's commitment – how often are they prepared to visit the salon to maintain their look.

6 Offer care regimes, it's the best insurance for your hair colour.

CONSULTATION QUESTIONS

WHAT DOES SHE WANT?

"WHAT ARE YOU LOOKING FOR IN A COLOUR SERVICE TODAY?"

Client motivation for colouring is very important, because it impacts the formulations and application method such as the longevity of a product needed.

Common responses:
- To cover **grey hair**
- To give me a **"lift"/refresh** my look
- To **fix a colour mistake**
- To add **shine/depth** to colour
- Seasonal **change/look** younger

Ask what is their **long-term goal**?
The best service to perform is dependent on what the client wants down the road. For example, if she wants to have black hair this month, but be a blonde next month, this may cause a conflict. – Always plan for future colourings, this will also help to keep your client loyal and excited about future visits.

CONSULTATION QUESTIONS

WHAT ARE HER BOUNDARIES? DOES SHE NEED TO WEAR HER HAIR A CERTAIN WAY FOR WORK?

"HOW MUCH ARE YOU LOOKING TO CHANGE YOUR COLOUR?"

This helps decide the level of transformation that is appropriate to meet your clients work and personal lifestyle needs.

She may or may not want people to "notice" that she's coloured. For some women, they like getting compliments about their hair colour, whereas others do not want the service to be obvious.

Clients can often articulate what they don't like better than what they do.

CONSULTATION QUESTIONS

WHAT IS HER COLOUR HISTORY?

"TELL ME ABOUT WHAT'S ON YOUR HAIR NOW"

The end result that is possible is directly linked to the colour history and condition of the hair.
- "What other treatments/services have you had?" Hair grows approximately six inches in a year, you will need to work out the age of the hair and work back.

- Conduct a tactile examination of the client's hair for texture, damage, elasticity, and porosity. Assess how long it will take to perform the service and the number of visits needed to achieve the finished end look.

CONSULTATION QUESTIONS

HOW COMMITTED TO COLOUR IS THE CLIENT.

"HOW OFTEN DO YOU LIKE TO COLOUR YOUR HAIR"

How long the client is willing to go between colouring impacts the shade choice, as well as permanence. If she is willing to come in frequently, this makes higher transformation possible.

- What is her plan of action? - "What colour do you have in mind?" Specific shade names are not very important here, as the "meaning" of colours vary from person to person. Instead, the colourist listens for warm vs. cool hues, and how close/far from her existing shade she would like. - Shade family (warm/cool) use IPAD images or celebrities as a reference to help the client describe their version of chocolate brown.

- "Do you have a picture of the colour you have in mind?" Encourage clients to bring in pictures or clippings as this will give you a fantastic visual to work with.

- Utilise iPad, iPhones, moodboards or look through a salon colour book to help discover clients likes and dislikes

- Look at the client's skin tone, eye colour, eye brows, face shape, and the season when making a shade recommendation