Transcript for a permanent hair colour video

# Permanent hair colour

### Undertake a consultation

In this video we take a look at how to apply a permanent hair colour. This could either be a re-growth or a full-head application, depending on the client’s needs. First we need to establish the client’s requirement with a consultation. It may help to use visual aids, such as magazines or a colour chart to be clear on your client’s exact requirements. Before you make any recommendations, consider your client’s lifestyle. For example, if they are very busy, then a high-maintenance service may not be suitable. Take into account your client’s skin tone, age, personality and dress sense, as well as their hair characteristics, such as the existing depth and tone; also if they have any white or grey hair. Look out for any contra indications during the hair and scalp analysis.

### Conduct an elasticity and porosity test

Test the elasticity and porosity of the hair. More porous hair may need less development time, or you may need to select a colour product more suited to this hair type. Poor elasticity may be a contra indication to any treatment. Check for any psoriasis or eczema, as well as any lumps, moles, cuts or abrasions. Ask if the client is aware of any such skin conditions. Applying a chemical treatment could be very painful if any open wounds or skin conditions are present.

Any colouring treatment requires a skin test 48 hours prior to the service, depending on the manufacturers’ instructions, as well as the usual elasticity and porosity test. Ask the client about any previous chemical treatments and carry out an incompatibility test if required to ensure there is no reaction with the chemicals you plan to use. Remember to record your client’s responses.

### Mix and apply colours

It is important to mix colours in a well-ventilated area. Always follow the manufacturers’ instructions. Protective clothing is essential for you and your client. You must wear gloves to protect you from contact dermatitis and a plastic apron to protect your clothes. Protect your client’s clothing with a gown and a towel. Use a trolley for your equipment and your colour so you don’t need to stretch or reach for your tools.

Divide the hair into sections and apply the colour using a tint brush to the mid-lengths and then the ends, leaving the roots until last as they develop more quickly. Today we are performing a full-head application. If our client required a re-growth application to the roots, then we would simply colour refresh the mid-length and ends, according to the manufacturers’ instructions.

### Remove the colour and rinse

Remove any colour from the client’s face or ears using stain remover. Check to make sure every part of the hair is coloured and ensure air can circulate around the hair by using the end of the tint brush to lift and separate the hair in the completed sections.

Rinse the client’s hair, making sure to test the water temperature on your wrist first. Massage to emulsify, rinsing the hair, making sure to check the temperature of the water with the client. Repeat emulsifying and rinsing as needed to completely remove the colour from the hair. Next, shampoo and condition, using the appropriate massage techniques.

### Provide aftercare advice

Finally, blow dry your client’s hair and complete the service. Remember to provide aftercare advice for the client on the best way to maintain their new colour, such as product recommendations and the ideal time until their next service.

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