

A big hello to all our fellow hairdressers and barbers!

Currently, we are all facing the SOS from our concerned clients about how will they get through New Zealand's lockdown/isolation period without their scheduled hair colour appointment. During this time our clients and our community need professional advice and a plan on how we can help them through this but we also need to protect ourselves so that we are not the ones having to deal with the mish mash of home do overs.

Here at Colour Me Safe we do not, cannot, and will not recommend anyone to use hair colouring kits at home and urge you to do the same. It has been proven that you are far more likely to have a reaction to home hair colouring kits than a professional in salon hair colour. The extreme and worst case scenario causing a person to have a serious reaction or even anaphylactic shock, landing them in hospital and in a rare situation causing death.

New Zealand, it is not fair to take the risk, which could result in you needing to use our precious medical resources while our health care system and essential service workers are facing far bigger challenges with the COVID-19 crisis than your need to colour your hair.

Our message to you is:

Stay home, be kind & embrace your grey hair, your regrowth or your untuned yellow hair. This is how you can do your part to keep New Zealand safe.

Rumour has it... that in the not too distant future home hair colouring kits will be removed for purchase from the supermarkets and chemist retailers. Here at Colour Me Safe, we are not surprised, in fact, this is great news for the hair industry and we are here to help you understand why.

Here is what we do know:

You are more likely to have an allergic reaction to home hair colouring kits. The formulation uses a higher percent of peroxide generally 30 volume (which can be 3x stronger) so strong it works on anyone's hair. Although box colour does not discriminate, we believe because the mixture is far more potent it does leave a higher risk of causing a reaction and/or damaging the hair. Of the few reported deaths in the use of any hair colouring, it has come from those who have used one of the home hair colouring kits.

Apart from the obvious, we, in the hair industry have trained many years to understand the fundamentals of colouring and our professional brand of products. We cannot recommend home hair colouring kits because they are not covered in our profession/education.

Explored further we understand it can be due to more factors at play.

As a professional in the hair industry we are trained to apply the colour starting the application at the right place due to our clients hair need, it is applied quickly and evenly so that your scalp is not smothered, causing staining, colour bands or heat spots. There are also many off scalp techniques that are highly effective in blending greys or regrowth. We keep colour history notes and generally work with an attitude "under promise and over deliver".

Timing is critical. Each product is different, as a hair industry professional we know these guidelines inside out, we have staff available to rinse off colours at the right time and with professional products designed for every hair type. At home your client finds it easy to get distracted allowing the colour to remain on the hair and scalp for way too long, inevitably creating a more sensitised scalp. This may not affect your client at first, but future colouring may become so uncomfortable that they will not be able to tolerate it.

We suggest a gentle reminder to your clientele, to look after their hair by not colouring it at home with a home hair colouring kit. Let them know that you will be there for them and their hair care needs as soon as you can safely re-open your salon doors. Allow them to take action by signing up to a waitlist to book an appointment with you.

We have even created a list for your clients...

10 Reasons why you should not colour your hair at home:

**1. Your Hairdresser might fire you...**

Your hairdresser is likely one of your favourite people especially when you walk out the salon with beautiful hair, feeling amazing. Imagine their disappointed face when you walk in after lockdown with your home done box coloured hair.

**2. Is it safe and does your box dye colour know your colour history?**

Our suggestion is, ask yourself is it REALLY worth it? Do you want to risk using a stronger product of a lower quality with a higher risk of reaction? Please do not put extra pressure on New Zealand's health care providers and essential workers at this time. And a home care colouring kit does not know that you already have a lot of warmth and your choosing a chocolate brown but hate a red reflect. It also doesn't tell you that when you just put the colour all over your hair that your roots are going to be quite vibrant and your ends wayyy darker.

**3. Hmm... your touch up isn't going to match**

Perhaps you think you have become experienced in the art of hair colouring using a home hair colouring kit but then wonder why is your hair feeling so dry, damaged and dull looking with different colour bands.

**4. Someone has to fix that mess**

Yes, they will! And they are going to hate you for it.

**5. Your hair might turn green**

Think that it's a good time to change from being blonde to brunette? I can tell you right now it's not going to be low maintenance! If you pick up a medium brown off the shelf you will turn your hair a muddy green. Don't YouTube it just don't do it.

**6. Did you do a four year apprenticeship? - No? Then you are not a hair industry professional**

Neither is your husband, daughter or mother - they are not qualified to put a chemical from a box on your scalp.

**7. Leave it to the professionals**

Enough said

**8. Ask yourself will my hair snap off?**

Think that bleaching your hair at home is a good idea... think again. Your hairdresser or barber has educated you to come in every 6 weeks to avoid getting a colour band. They know exactly what strength developer and consistency to use due to the porosity, level and type of hair you have. Not only can they apply it evenly but most importantly not to overlap it on existing bleach. If you have never had lightened hair before trust me NOW IS NOT THE TIME.

**9. Staining**

Did you want your bathroom splattered with hair colour? Let us not forget your bed sheets, pillowcase and white towel? Let's leave the rinsing, shampooing and head massages to the experts.

**10. Self-love**

During our lock down, it is the perfect time for a little self-reflection. Our message to you is that beauty is more than skin deep. Let this be a time where you give yourself a little more TLC, use hair treatments and give your hair a break but first take all the mirrors off the walls!

Kia Kaha, New Zealand

With much love from the team at Colour Me Safe