



L to R: Natasha Malik, Head, Marketing, Headstart International; Jennifer Negron, ColorpHlex Master Educator with Abid Hussain, Senior Technical Educator-North & Mohd. Arif, Technical Educator-North



A BOND BUILDER WITH A DIFFERENCE

We all suffer from “hair-complex” sometime or the other, if I may call it so! The bad hair days and the frizzy hair days and the days when you look at your hair and choose to remain indoors and the fear of hair colouring — all those areas have been addressed by a flood of products in the market — the ‘plexes’ as we call them. Some over promise and under deliver and others have stood the test of time and customer hair. — **By Ritoo Jhha**

ColorpHlex™ has been brought to India recently by Headstart International and seems to really be the answer for salon professionals battling client hair – that’s chemically treated and coloured with the rigours of a hot and humid climate continuously adding to the woes.

Jennifer Negron, ColorpHlex master educator, an experienced salon owner who understands the in-salon problems of hairdressers on the floor feels strongly about ColorpHlex as a bond builder, one she vows builds hair health and positively impacts business at the same time. She emphasizes, “People confuse ColorpHlex with conditioning treatment. Yes, it gives your hair a nice conditioning, but ColorpHlex actually goes deep into your hair and repairs it from inside. When you have colour, sun or heat damage, the bonds in your hair are weakened or even broken. What ColorpHlex does then is goes into the hair and rebuilds and strengthens these bonds, during the process.”

REVIEW

Having gone through the two STEPS of the ColorpHlex treatment, the hair definitely felt smoothened, the dead colour in my hair suddenly seemed as if I had freshly coloured my hair and the frizziness became history.

The ease of the treatment seems to me a winner, to start with. It was much less time consuming and the fact that hair gets repaired from inside is a big bonus.

All credit to Team Headstart for bringing in brands that are sensitive to needs of Indian salon professionals and ecologically sensitive whether Kevin Murphy or ColorpHlex!

Given that its a vegan product is an added advantage for India.





The product comes with a homecare kit and Jennifer has a message for all hairdressers who ask, “Then why does my client need the ‘Take Home’ Kit?” My answer to this is, your hair is repaired in the salon. But as soon as you go out in the sun, use your styling tools at home or colour your hair, you are starting the damage again. In the ‘Home Care Kit’, the shampoo and conditioner has some of the colour strong complexes. So, you get to still add these complexes to your hair in between salon sessions.”

The ColorpHlex’s colour strengthening technology bonds to the hair and polymerizes inside the hair, correcting damage during the colouring and bleaching process as it occurs. “I have seen a lot of Henna being used here in India. It is a direct dye. Any kind of product you put on your hair, be it a direct dye or professional hair colour, it would stay on without bleeding if you have healthy hair. If you don’t, you’ll lose the colour and will need regular reapplication. The bleeds happen when the hair is damaged and is porous; putting on more products is further damaging it. The Color strong complex fills in those damaged areas like paving a potholed road, making it smoother again so that the hair colour stays on. You can get up to 10-12 shampoos before you need another colour session, if you have healthy hair to start with,” recommends Jennifer.

As one of the brands under the Earthly Body umbrella, it stands by the same values as all of the other Earthly Body family of products. All of the products in the ColorpHlex Reparative System, from the salon to the home, are made with ingredients found in nature, are 100% vegan and come in recyclable packaging. In a commitment to producing 100% vegan products that use no animal ingredients and working with suppliers that do not test on animals, Earthly Body made a pledge to PETA and the Coalition for Consumer Information on Cosmetics and became part of the



PETA Cruelty Free list and Leaping Bunny Certified. Jennifer adds that having worked with other brands of bond builders, “I am very passionate about the product, probably because of my history with bond-builders. Yes, my clients love it. They call me and say that “my hair has never felt so good!”, and that is my opening to go ahead and talk more about ColorpHlex to them. So, as a salon owner, it is very beneficial — cost wise as well as bringing in more clients. Because, my clients who have had a good experience would go out and spread the word.”

Hence, for struggling hair businesses she specially has an advice to go, “In the US, hair cutting and colouring is almost a necessity and here it seems like it is a luxury. Marketing yourself, using word of mouth and doing good quality hair or keeping the integrity of the hair — so that when the client goes home, she tells her friends and family about it. Also, you have to raise your prices high enough to at least cover your cost of the products used. Get quality products that do not break your bank.” She very strongly feels that ColorpHlex as a brand is one of them.