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artistry made simple!

Newsletter

Sharing everything while keeping it simple!

Chromastics Pure Tone Color Line & Tri-Organic Complex Is Proudly Made in the USA 



Men Are Color Clients Too!

The Quiet Growth Opportunity

Men represent one of the most underdeveloped color categories in the professional salon space, yet they deliver some of the highest lifetime value when approached correctly. Unlike trend-driven color clients, men prioritize consistency, natural results, and predictable maintenance.

What This Means for Professional Colorists

Men's color services allow for greater control and consistency. These services often focus on gray blending, natural depth restoration, and hairline softening, making them efficient and reliable behind the chair.

- Fewer variables and controlled formulation
- Shorter appointments with strong rebooking cycles
- Trust-based, long-term client relationships



Men don't want trends. They want discreet confidence. A color that looks natural, fades seamlessly, and never announces itself. The best results feel effortless, believable, and entirely their own. Their desires are to enhance their appearance without drawing attention to the color itself. When done correctly, men's color blends in, and grows out cleanly without harsh lines of demarcation.

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What This Means for Salon Owners

- Predictable, schedule-driven revenue
- High retention with minimal marketing spend
- Easy expansion through efficient add-on services

Understanding Men's Color Needs

Most men are not seeking full gray coverage. They want softer transitions, reduced contrast, and believable results. Gray blending and translucent techniques allow color to fade naturally, reducing visible regrowth.

The Men's Color Experience Matters

Men don't want to look younger. They want to look like themselves, just as on a great day. They value clear timing expectations, minimal consultation overwhelm, and confident professional direction. Efficiency builds trust. Trust builds loyalty.

Hair Characteristics to Consider

- Coarser texture at hairlines and temples
- Resistant gray strands
- Faster visible regrowth due to shorter haircut cycles

Why Men Choose Professional Color

- Natural-looking results
- Controlled fading
- Customized services
- Discretion, and confidence.

Making A Men's Service Menu

Creating an exclusive, detailed service menu for men will help them feel welcomed into the salon. Clear service names, defined outcomes, and simplified options remove uncertainty and build trust from the first interaction. When men understand exactly what to expect, they are more likely to commit, return regularly, and view professional color as part of their routine rather than a special occasion. Here is a small sample menu to get you started —

Sample Men's Menu

GRAY BLENDING

Softens gray without full coverage for a natural, low-maintenance finish. Ideal for first-time color clients and those seeking subtle improvement.

NATURAL COLOR REFRESH

Restores depth and tone while maintaining a believable, natural look. Designed to enhance existing color without visible regrowth.

EXPRESS GRAY SERVICE

A fast, efficient service focused on improving overall appearance while minimizing appointment time. Perfect for maintenance visits.

TEMPLE & HAIRLINE SOFTENING

Targets high-contrast areas around the hairline and temples for a cleaner, more youthful appearance. Often combined with gray blending services.

BLONDE TIPS / ACCENT LIGHTENING (Thorough Maintenance Consultation is Necessary)

Strategic lightening through the ends or select areas to create a brighter, sun-kissed effect. Often requested during warmer months or for special occasions. Requires maintenance and a clear grow-out plan discussed during consultation.

ALL-OVER BLONDING (Thorough Maintenance Consultation is Necessary)

A full lightening service designed for high-impact results. Best suited for clients committed to regular maintenance, tonal refinement, and professional at-home care. Thorough consultation required to set expectations and long-term upkeep.

The Consultation: for Men's Salon Color Services

Men approach hair color differently than traditional color guests. The goal of the consultation is not transformation, it is subtle improvement, confidence, and long term trust. This consultation guide helps colorists deliver consistent, believable results while increasing retention.

Start With Outcomes, Not Color Language:

- Use phrases like: “cleaner,” “natural,” “less contrast,” or “soften the gray.”
- Avoid technical terminology unless the client asks.
- Position services as maintenance, not change.

Ask the Right Questions

- “What bothers you most when you look in the mirror?”
- “How often do you want to come in?”
- “Do you want this to be noticeable—or just better?”

Recommend One Clear Solution

Men respond best to confident, simplified recommendations. Choose one primary service and explain the benefit in one sentence. Avoid offering multiple options unless requested.

Focus on Gray Blending Over Full Coverage

- Reduces harsh regrowth lines
- Allows flexible maintenance timing
- Delivers more believable results

Manage the Experience

- Clearly state total appointment time
- Keep the consultation efficient and professional
- Let the client lead the tone of conversation

Key Reminder: Men don't want to look colored. *They want to look like themselves, just on a great day.*



A Conversation with Martin Rodriguez Precision. Subtlety. Confidence.



At Chromastics, we believe men's services deserve the same level of craftsmanship and intention as any advanced color correction or technical cut. So we sat down with Martin Rodriguez to talk about structure, precision, and why men's hair, both cut and color should never be treated as an afterthought.

On Precision Men's Haircuts

Martin is quick to clarify something many professionals overlook:

“A great men's haircut isn't about trends or stereotypes. It's about structure, balance, and how your hair works in real life.” For

Martin, every cut begins with analysis, not assumption. Head shape, bone structure, hair density, growth patterns, and lifestyle factors matter far more than what's trending online. ***“Men's haircuts are***

A Conversation with Martin Rodriguez

Precision. Subtlety. Confidence.

built with intention,” he explains. **“They are not rushed. They are not generic.”**

Each service is designed to:

- Complement face shape and bone structure
- Work with natural growth patterns
- Maintain clean lines as it grows out
- Stay sharp without constant styling

From classic tapers to modern fades and tailored professional cuts, precision is the foundation. The goal is longevity. Hair that looks balanced on day one and still intentional weeks later.

Whether a client prefers clean and professional, textured and modern, or timeless and low-maintenance, the objective remains the same: comfort and confidence between visits.

On Men's Hair Coloring: The Power of Subtlety

When the conversation turns to color, Martin's philosophy mirrors his approach to cutting, which is measured, customized, and never excessive. **“Grey hair doesn't need to be fully covered to look great,”** he says. **“In fact, most men don't want that.”** Instead, he favors grey blending, a subtle color service designed to soften grey, reduce harsh contrast, and preserve a natural, masculine finish. This approach blends grey without looking dyed, preserves dimension and texture, grows out clean with no hard lines while keeping hair looking natural and age-appropriate. There is no one-formula solution. Every grey blending service is customized based on percentage of grey, natural level, texture, and maintenance expectations. **“It should never look like color,”** Martin adds. **“It should just look better.”**

Why Cut and Color Belong Together

One of the strongest takeaways from our conversation is Martin's insistence that cut and color are not separate services, they support one another. **“When grey blending is paired with a precision haircut, everything works harder,”** he explains. The overall result is a cleaner overall appearance, provides a better balance between color and shape, delivers a more natural transition as hair grows, and allows the customer to follow a less frequent maintenance plan. **“The haircut supports the color,”** Martin says. **“And the color enhances the cut.”** It is this synergy that creates a polished look without effort.



Who This Service Is For

Martin's approach resonates with men who value craftsmanship over trends:

- Men seeking a polished, professional image
- Men with salt-and-pepper or scattered grey
- Men wanting subtle improvement, not obvious color
- Men who appreciate consistency and precision

Ultimately, his philosophy aligns with something we often say at Chromastics: Men don't want trends. They want discreet confidence. And that confidence comes from structure, balance, and thoughtful execution, not from chasing what's new.

***Formula used on model:** Chromastics Deposit-Only Pure Tone Colors 15grams D8BV + 10grams D6N + 1 gram Liquid Shades LIN with equal parts Chromastics 10 Volume Developer.

DEEP INTO CHROMASTICS DEPOSIT-ONLY COLORS

by Bettina Roth



Bettina Roth

International Hair Colorist
and Chromastics Ambassador
for Canada

Chromastics Deposit-Only Pure Tone Colors offer unmatched gentleness, designed to permanently deposit rich pigment with minimal to no lift of the natural level. This versatile line is the ultimate professional tool for darkening, neutralizing or adding warmth, refreshing faded lengths, blending gray, or creating lowlights for both, women and men. **The Range: 16 intermixable shades, 1 Clear, and 5 oxidative dye Concentrates.**

STRUCTURAL ADVANTAGE: The Active Revitalizing Complex Chromastics protects the hair's integrity during the color process through its signature **Active Revitalizing Complex**, which consists of two key ingredients.

Hydrolyzed Wheat Protein: Strengthens the hair shaft, improves elasticity, and locks in moisture. (Safe for those with gluten sensitivities; only contraindicated for those with a diagnosed topical allergy).

Hydrolyzed Rice Protein: Prevents the loss of hydration and keratin bonds while acting as an anti-irritant for the scalp and adding a high-gloss finish.

CHEMICAL ADVANTAGE: The AMP Difference

Unlike many demi-permanent brands that use pre-oxidized molecules, Chromastics utilizes only dye intermediates and couplers (no pre-oxidized dye molecules) that oxidize inside the cortex, to create long lasting shades.

AMP (Aminomethylpropanol): A gentler, odorless with lower pH alternative to Ammonia and MEA.

Scalp Friendly: Less destructive on the hair fiber, AMP is also proven to cause less dermal irritation and allergic sensitization than MEA.

Zero Residual Damage: While MEA can remain in the hair after shampooing—causing progressive structural damage—**AMP is 100% water-soluble. It rinses away completely, leaving the keratin structure intact.**

DEVELOPER GUIDELINES: Tailor your results by choosing the right developer for the task.

- 10 Volume (Standard): Perfect for most deposit and refreshing needs.
- 20 Volume: Recommended for enhanced gray blending and coverage.
- 5 or 7 Volume: Ideal for sheer toning or deep, creative deposit.

CREATIVE ADVANTAGE: To satisfy clients that are looking for conservative gray blending and/or avant-garde artistry, this line must be part of your inventory to create:

- **Pre-blended tones** by intermixing Deposit-Only, Concentrate and Clear, you can replicate all pre-blended colors on the market.
- **Versatile applications** such as toning, darkening, shade refreshing and changes, low-lighting, grey blending, glazing, most correction work.
- **Target every gender:** While historically marketed mostly to women, the market is rapidly shifting to embrace the demands of a growing male demographic. Two directions are prominent: the subtle, natural (not fading to orange) look, and the fashion forward, bold, high-contrast one. Both are best realized with Chromastics Deposit-Only Color be it for soft coverage of gray, comb-in blends of natural looking shades or for vivid, electric, deep fantasy shades, expressive pastels, silver hues, shadow roots, stencil art.

Pro Tip: The Power of 1N Did you know Chromastics Permanent 1N

Chromastics Permanent 1N is actually a deposit-only shade? It is the only black on the market that will never pull red or orange undertones. It can be mixed with Clear in varying ratios to create a spectrum of grey, from light silver to deep charcoal to be applied on natural grey and hair prelightened to 9-10. Careful though, a little black goes a long way! **Experiment on swatches!**

The "Silver to Charcoal" Formula: > Mix 60ml Clear + 60ml 10vol Developer, then add 1N for custom toning:

- Silver: Add 1cm of 1N.
- Deep Charcoal: Add 2–4cm of 1N.



Community Spotlight: Learn With Us We Want to See Your Work & Hear From You!

Like, Follow, & Tag Us... Come Be Part of the FUN!

Because the most valuable education doesn't only come from classrooms, it comes from real salons, real clients, and real experiences behind the chair. Chromastics believes in shared growth and the power of learning from one another.

We invite our community of colorists, stylists, and salon owners to tag us in your work and join the conversation. By sharing your techniques, formulations, and everyday wins, you help elevate the industry and inspire professionals at every stage of their career.

Selected salon owners, stylists, and colorists will be invited to participate in short interviews and features within our newsletter and social platforms—creating a space where practical insights, creative ideas, and business strategies can be exchanged.

Featured topics may include:

- Formulations, techniques, and emerging trends
- Reducing product waste and increasing efficiency
- Retail strategies that support long-term growth
- Time management and staffing solutions
- Preventing cancellations and improving client retention
- Running a healthier, more profitable salon



Together, we can inspire, educate, and elevate one another—one story at a time.

EDUCATION & EVENTS

Want to learn more about Chromastics? Visit our website, www.chromastics.com, where you find everything you need to know to get started and advance through becoming a master colorist. Go to the Education tab and select from the many options on the dropdown — Training Manual, Color Formulary, Look for our Facebook Page and join us at — **CHROMASTICS ON DEMAND**. Please follow us on social media to stay current with Chromastics and be informed of the next upcoming educational events. We are on YouTube, Facebook, and Instagram.

