

## SalonScale: Color Your Way Campaign

SalonScale, the app that measures the cost of hair color on every bowl has disrupted the industry once again. The company has just released their new line of colored Bluetooth scales, in a unique way that ties our industry to emerging salon tech.

“Our goal with this campaign was to infuse technology with the fun, vibrant environment of the salon industry,” says Alicia Soulier, founder of [SalonScale](#). “Every hair style is unique because every stylist puts their own personality into their creations. We wanted our scales to reflect that.”

<https://youtu.be/iph-DVmkpeg>

While the campaign encompasses the promotion of their new scales, it is through the use of excessive paint throughout the campaign that lies an important reminder: the increasing amount of hair color being used in salons.

Over a decade ago, many styles were just single processed, which typically cost salons anywhere between \$10-\$15 a service. Now with the rising trends of bold, bright vivid colors, and an increase in [balayage](#) and ombres', these services can use up to \$50-\$100 worth of color. With salons already operating at thin margins, this signals a warning sign to commission based salons.

According to a report done by [Goldstein](#) research, there are two factors that salons will need to navigate over the next five years in order to stay on top of these trends: profitable pricing strategies and reduced inventory surpluses.

“We’ve seen color costs go as high as \$150 in one session just in cost alone. With the coloring trends today we are using more color in every appointment. And there are no signs of it stopping. So, the main message we are trying to send is: we don’t want you to feel restricted creatively by how much color you use, we just want to make sure it’s paid for,” says Soulier.

The global brand has made a name for themselves by encouraging salon owners both commission based and independent to charge clients for the color used during their color services. Ultimately this provides more cash flow back into salon businesses to help create sustainability and close the gap on [salon failure rates](#).

“We just hit a breaking point,” says Soulier. “It really hurts when I see salons closing due to a lack of cash flow. Having more education available in the industry and the right tools in your back pocket, there is no reason we should be seeing such high failure rates.”

SalonScale’s newly released scales are available for purchase at their website at [www.salonscale.com](http://www.salonscale.com).