

Scott Cornwall

HAIR CONSULTANCY



2013/2014

Industry Training Prospectus

www.scottcornwallhair.com



Hair Colour Theory in relation to Wardrobe Colour Analysis

1 Day Course

Whether you work with the seasonal or tonal colour analysis methods, the subject of hair colour can be a tricky one to navigate around.

Scott established (with his Hair Colour Analysis method) that - in many instances - diagnosed wardrobe colour families do not always translate seamlessly to hair. In fact, many rudimentary theories (in regards to hair colour advice within the confines of wardrobe colour analysis) are both outdated and impractical for today's hair client.

A typical example is the suggestion 'cool' toned individuals should wear hair colours that feature ash – ultimately eliminating warmth. From a hairdresser perspective, this becomes a confusing piece of instruction to be given – simply because human hair is composed from warm colour pigment - until grey (white) hair is thrown into the mix, at which point the hair is void of any colour (be it cool or warm). When high amounts of ash are used in an artificial colour, the hair will begin to flatten, lose lustre and can appear matte. Such examples are prevalent throughout the cross over between wardrobe colour analysis and hair colour application/theory.

Another example (by contrast to ash) is the understanding of 'red' within hair colour. Whilst many handle the colour red (in its purest form) as a warm colour, it is in fact neutral in the realms of hair colouring. A traditional primary red is such a dramatic colour, that it does not sit within the discussion of cool or warm – but completely within the principles of depth. Consider that when viewed in black & white red actually appears as a dark colour. Therefore, adaption of red causes it to sit in both a cool or warm camp. Adding an orange tone to red will create copper (suited to warm tones), adding a blue pigment will create (within the hair world) mahogany (suited to cool tones).

Next, let's examine hair colour execution. Permanent hair colours are based on intermixing with hydrogen peroxide, however peroxide strengths vary and the standard colour application resides (commonly) at 20 volume. A peroxide strength of 20 volume (when used to cover grey brunette hair) will cause the non grey hair to lighten and a vast amount of natural warmth to be exposed – creating a warm hair colour result. At this stage the colour consultant is baffled – as the client has been told they are cool, so why increase the warmth in the hair, however the client is actually following the colour consultants advice, but it's the technical application which is causing the warm hue.

Examples such as these are varied, but can all contribute to a client's instruction from you – being translated by the hairdresser/colourist literally and evoking a result which has the opposing effect to the one you had intended/visualized.

Hair Colour Theory in relation to Wardrobe Colour Analysis is a 1 day course that aims to teach the image expert several key technical factors about hair colour and hair colour method. The purpose of the course is to give you sufficient technical understanding of hair colour (in relation to Wardrobe Colour Analysis) to enable you to confidently advise clients and translate your analysed work into clear hair colour direction - without preventing the hairdresser (or hair colourist)from imprinting their own skills and ability. The course is broken into four areas:-

Module 1.

Hair Colour Theory

Module 2.

Wardrobe Colour to Hair Colour

Module 3.

Advising Colour

Module 4.

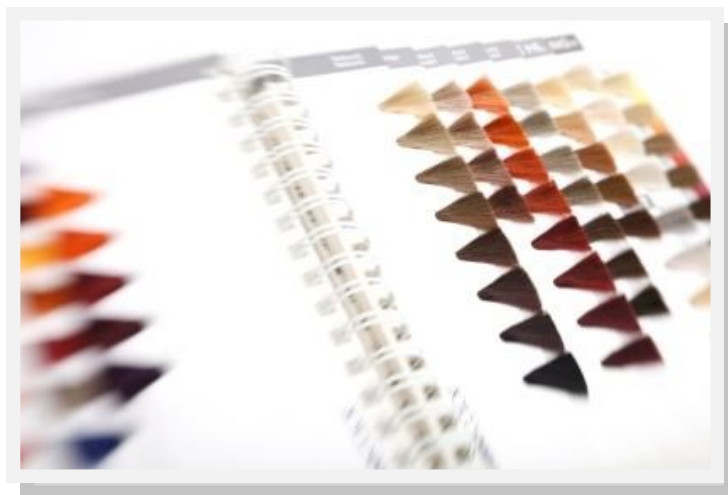
Referring to a Professional

Module 1.

Hair Colour Theory:

In 'Hair Colour Theory' Scott explains the scientific/technical aspects to colouring. Outlining when and why varying methods are used to achieve specific results. Within this module, you will learn chemical hair colour types (ranging from permanent, semi permanent, demi-permanent, temporary and bleach) and what each colour method does within the hair and why you would select.

Within Hair Colour Theory, Scott will also explain hair pigment composition and how hair can prove a red herring when it comes to wardrobe colour analysis. For example, naturally warm classified individuals will typically have an abundance of cool tone (within the hair) and vice versa for cool toned individuals. Colour Theory also explores aspects in relation to grey hair and how it needs to be handled at varying points of its transitional life span (this ranges from the first signs of grey to a predominant percentage of white). Module 1 also reveals why telling cool clients to 'go grey' can be ill advised under certain circumstances.



Module 2

Wardrobe Colour to Hair Colour

Within this section, Scott explains the ICC (the international colour code) and teach delegates how to understand and use hair colour shade charts (within their wardrobe colour analysis advice). Scott will then begin to translate and explain how the ICC relates back to Wardrobe Colour Seasons and Tones. For example when related back from hair colour theory 'Muted' is entirely method derived, whilst categories such as Winter will tend to require ICC shades on the extreme end of the spectrums (both blonde and dark) and can be relatable directly to a specific hair shade. Within Module 2, Scott will also explain how the seasonal approach can sometimes yield very different requirements when transferred to hair. Another example being Autumns (for Wardrobe) who have to be hair colourized with the principles of Spring, or Summers who are reliant upon a warm golden base shade in order to effectively display an ash highlight.

Module 3.

Advising Colour

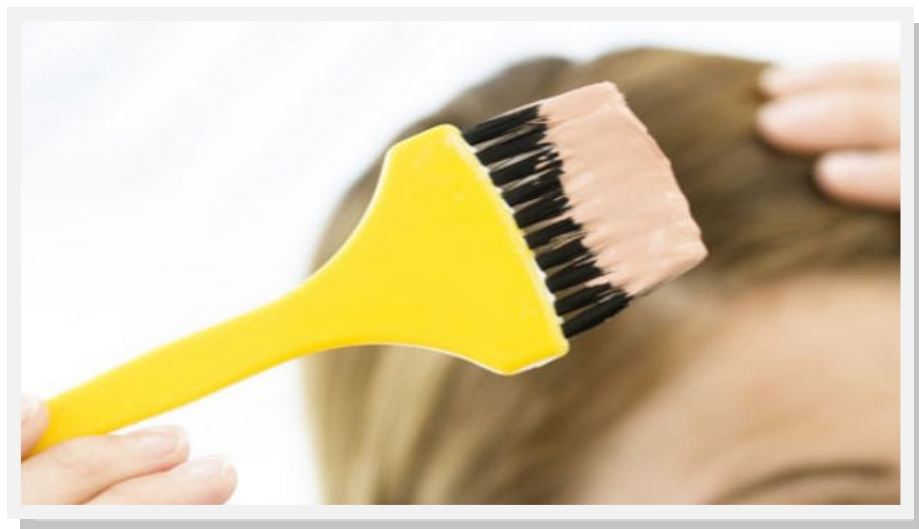
Module 3. explores the subject of hair as an inclusion topic within Wardrobe Colour Analysis. The purpose of this module is to teach a 'less is more' approach to the Wardrobe Colour Expert in relation to hair advice to clients.

This particular area can be a minefield for the image consultant, because often seemingly safe expressions such as 'keep your hair colour cool (or warm) can lead to a lifetime of problems for the client, who suddenly begins a crazed hair journey into eliminating all warmth from their hair, or trudging a pathway of continual alternate warm colours, none of which seem to suit.

Within the Advising Colour module, Scott teaches the Wardrobe Colour Specialist how to firstly identify what 'hair season' their client translates. To secondly, establish their exact natural hair colour and to the thirdly consider the methods that may be required for the client to achieve an agreeable shade.

Module 3 is designed to eradicate the ambiguity in giving Wardrobe clients hair colour direction via working with a specific set of principles including:- Blonde, Brunette or Mid (removing tone entirely from the equation), Cool or Warm (removing depth entirely from the equation) and lastly the 1 to 10 scale, here you (privately) consider how wrong you believe the clients current hair colour is on a scale of 1 to 10. When you acknowledge you might have clients who have surpassed a 6 – you need to consider carefully what may be involved with correcting the current colour and placing the client on the right image track.

Throughout the module, Scott gives varying examples and guidance as to how to deal with all these matters. However, it must again be stressed, Scott teaches a 'less is more' approach to the subject of *advising colour*, to enable you to steer your clients towards hair colour depths, tones and methods that would suit - as opposed to specifically giving exact prescription.



Module 4.

Referring to a professional

The final module of the course is 'Referring to a professional'. Within this section Scott will explain the correct ways to refer a client to a trusted hair colourist, plus how to find one.

It must firstly be understood, that it's not always the best idea to refer a client (newly Wardrobe Analysed) onto a hair colourist for (immediate) change. Varying factors dictate why this could be so. For example, if you have a client whose hair is on the wrong scale of 7 and above, its often the case that a hair colour correction procedure is required. Suggesting a client go to a hair colourist (Immediately after Colour Analysing for Wardrobe) - knowing a dramatic colour overhaul will be required - can sometimes be a bad idea (depending on the mentality of the client). Instead, it's often better to encourage your client to visit your preferred hair colourist for a journey of 'transitional' colour.

There will often be a major factor about a client's hair you know to be the biggest culprit in its wrongdoing – perhaps it's too dark, maybe it's too light, too warm or too flat. Whatever that key aspect is, the safest approach is to use this as your starting point. Within Module 4. Scott will explain the importance of building a relationship with a trusted hairdresser (or colourist) whom you can work in partnership with. Whilst you may not fully articulate to your client what you believe to be wrong with the hair, the relationship with the hair colourist will enable you to discuss a possible hair transition journey. Many salons and hair professionals welcome an additional client stream, within 'Referring to a professional' Scott will explain how you can discover such experts, where they may be and how you can work with them to form mutually beneficial relationships. Ironically (and in many instances), a Wardrobe Colour Consultant can yield more influence over a client than their long term hairdresser does. Therefore, many hair experts welcome the ability to refer clients onto such professionals for Wardrobe advice – hoping they will finally listen to new suggestions with regards to hair colour and change. So with this in mind, knowing a good hair professional you can refer your clients to will often yield strong traffic back in your direction.

NB An extensive version of this module is covered in the course '**Finding and Working With A Hair Salon**

'Hair Colour Theory In Relation To Wardrobe' is a 1 day course designed for 4 delegates. Cost is £475 per delegate

The course is available to International delegates via SKYPE, however it's only selectable on a (2 hour) per module basis (with e-mail correspondence). Price is £200 per (selected) module (as outlined above).



Hair in relation to Image & Style

1 Day Course

Hair in Relation to Image & Style is a two module 1 day course that teaches both the image professional and personal stylist how to handle the subject of 'hair' within the realms of their own direct client work for Wardrobe.

Just as we all have specific body shapes and category types for wardrobe, the hair breaks into similar categories (although some may not translate seamlessly from hair to wardrobe). In addition, the beliefs in relation to face shape and advice surrounding the topic of hair, can be another flawed area which is best avoided by the image consultant and personal stylist. Instead, working with your clients physicality and personality (just as with Wardrobe) is the easier avenue for approaching hair within the realms of your Image Consultations and Personal Styling work

Within the course '*Hair In Relation to Image & Style*' Scott teaches the image professional the **six hair personality archetypes** and how to identify each within their own client work and advice.

Many years ago, Scott discovered that clients, when referred from image experts (who also used categorization), clearly divided into six specific hair categories based on physicality and personality. These six category types then tended to couple up, with the individual possessing physicality and personality traits from two differing categories (and sometimes more). Scott found that whilst clients tended to be more understanding and agreeable with categorisation to wardrobe, an intractable streak would often arise when translating for her. The resistance to alter or change ones hair becomes understandable when you consider a client can be instantaneously shown which styles suit in clothing, but can just as easily remove suggested items - if they are not comfortable. Hair is a far more wedded subject, whereby evoked changes cannot be so easily reversed. For this reason, Scott created his hair consultancy categorization method and discovered truly analysing both the interior personality and exterior physicality suddenly helped the individual recognise and respond to their ideal hair identity, looks and styles being suggested.

Because image professionals work with varying category types (ranging from European, Natural, City Chic, Dramatic etc.) within the confines of Scott's training for '**Hair in Relation to Image & Style**' he explains his own category types and teaches the basic principles which allow the image professional to cross reference back to their own specific image categories. To reiterate, Scott's categories work specifically for hair, but will relate to varying category types used by image professionals the world over.

The secondary aspect to the '**Hair In Relation to Image & Style**' is a principle Scott refers to as 'Cut vs Style'. Within this second module Scott teaches a simplistic shorthand for the image expert to deploy during their Image and Style consultation work. This shorthand removes the minefield of suggestion specific 'hair cuts and styles' and instead examines whether the client is 'Cut' or 'Style' based in terms of hair suitability and image harmonisation. This approach works with the building block of hair image - 'texture' and aims to teach and explain (to the image professional) some of the technicality involved with hair image creation, revealing why texture, hair quality, client mind-set and age all play factors in the ability for a hairstylist to produce a specific look.

The purpose of module 2. is to teach the Image Expert how to view hair (just as a hair specialist does) and to understand why simply suggesting a specific 'hairstyle' or 'cut' can be counterproductive. All Image Experts and Personal Stylists recognise they have to discuss hair, but the understanding and approach of the 'Cut vs. Style' technique, will enable them to address the subject as an extension of their overall image work, without becoming bogged down in the past hair issues and obstacles of the client.





Module 1.

The Categories

Within Module 1. Scott explains his own 6 style category archetypes. It should be pointed out these are exclusively devised for hair, but if you (as the image expert) use your own style categories (or image personality types) - within the training, you will identify these via category specific traits and can apply the principles Scott teaches accordingly.

The 6 hair category types are your starting point to understanding both the clients internal personality and external physicality. It should again be reminded, this is exclusively for the field of hair. When understanding hair category types – you may be surprised how a specific category (individual) reacts when it comes to the subject of hair. It's not uncommon for a client to be agreeable, open minded and flexible within discussion for wardrobe, but to suddenly find this exact same individual becomes close minded and resistant when discussing the subject of hair. Likewise, a client who proves difficult, disagreeable and stubborn when it comes to fashion styling, can suddenly become a dream when you begin discussing hair change. The simple reasoning for this, is due to the fact that emotive experience with hair and wardrobe come from two very different areas. The two subjects are ultimately kept within the same 'fashion' family, but are quite different sectors of which clients (in turn) also respond quite differently to.

When applying the category short hand for hair (as used by Scott Cornwall within his own classes and clinics), it starts to become easy to immediately identify hair clients in specific ways and know how to approach the subject of hair in relation to your own work. For this reason, the unique hair categories offer you an additional tool. When recommending clients to a hair professional, It is also an interesting factor to be aware how each of the six categories will suit a specific type of hairdresser or salon. This factor is a crucial one, if you choose to refer your client onto a hair professional in order to produce a harmonised image with the new wardrobe you have suggested or created. Therefore (and within module 1.), Scott will also explain the types of hair professionals and salons best suited to each hair image and personality type.

Module 2

Cut vs. Style

Cut vs. Style is another invaluable shorthand you can be taught, which will immediately make the hair advice the image professional has to give safe and constructive for the client. When the subject of hair arises (within your image work), for the non (hair) professional it can be a very difficult subject to broach. Something obviously needs to be said (as to the types of looks and hair styles that will harmonize with the wardrobe image) but at which point do you stop referring to hair? How many times have you found yourself simplistically broaching the subject and suggesting a new cut, colour or effect only to be beseeched with a line of questions, each one becoming more complex than the last and every answer you give seemingly beginning to confuse or unnerve your client more? In short, the very point you mention 'hair' to a client a Pandora's box will come ajar– the more you suggest a look, the more that lid opens and the questions and hair history will begin.

Therefore, your very starting point (when raising the subject of hair with a client) must come from a place of confident understanding. The worst mistake an image professional can make is reeling off several haircuts or styles they know to suit the specific category type as wardrobe analysed. This approach can be a gamble, because you could be met with the response *"But I had that cut years ago and I hated it"*. Under no circumstances do you want to evoke a negative feeling in the client during their time with you, simply because they carry this away from the session and stew on it, worrying the a cut most suited to them is one they hated! Now psychologically, the reason they hated that cut may have had nothing to do with the hair/look itself, maybe at the time a husband or partner took umbrage to their wife/girlfriend cutting all their hair off and it caused a row which the woman now relates back to a negative time in her life. Who knows? However, referring specific cuts and looks can be a dicey area if you don't have full hair knowledge.



The above two images of Catherine Zeta Jones demonstrate the contrast of Cut vs. Style.

The module of Cut vs. Style gives you a method to safely tackle this subject within your advisory work without steering yourself into murky territory. The principles of 'Cut vs. Style' are based on you establishing if a client is reliant on a cut structure or a style structure. Whilst this initially sounds confusing, it isn't at all. A cut structure is a look which is achieved 100% by the cut foundation (the bob being a good example), whilst a 'Style' is achieved with a very basic cut structure but ultimately a degree of work from the individual (by way of blow-drying, curling, smoothing, shaping etc.). Using the hair style categories (as outlined in module one) and of course your own image findings (for wardrobe), the crucial aspect of discussing hair is to establish if your client is 'cut' or 'style' based. So here, you can open discussion with your client by asking them what their current hair care regime is – how long they are able to spend on their hair (each day) and what their general hair issues are. Without having to reveal anything to the client, the answers to these questions immediately begin to tell you how you can advise that client specifically.

Within the 'Cut vs. Style' module, Scott will teach you how to understand hair texture - the building block for all haircuts, styles and effects. Does your client have fine and sparse hair? Thick and unmanageable? A general texture – prone to losing volume after styling? All these factors contribute to the degree of advice you can give in relation to what may suit. The diagnoses of Style vs. Cut is also not as simplistic as simply identifying one aspect or the other. For example, (and giving the classic example of the bob cut again), a client may suit a bob cut, but have a thick unruly hair texture that requires daily upkeep and high management to smooth and control. In such instances, whilst you may believe the client is 'Cut', they are actually 'Style' based. The secondary principle is then recognising if that particular client would either be able to manage or want a high degree of daily style maintenance to control, shape and mould the hair texture into the 'bob look' you know to suit.

The module of 'Cut vs Style' is a comprehensive tutorial for the image expert in understanding not only variants of hair texture, but how to identify if your client's 'best looks' can easily be implemented by a cut, or whether a degree of style is required.

Scott will explain the short cuts to Styling - thus enabling a client to achieve a perfect look (be it cut or style based) without having to spend vast amounts of time doing so. The Cut vs. Style training module aims to teach the image expert how to broach the subject of 'Hair Image', without suggesting looks which may be harder for the client to achieve than you would realise. The module also includes education on referring your client to a hair stylist who will understand your advice on this subject and be able to implement the looks you know will harmonise your clients entire image.

In addition, Scott will explain some simple cut and style tips that will enable you to give clients constructive pointers into making immediately noticeable changes to their current 'hair look' without major upheaval. These include producing sleek texture, volume, movement or slightly altering a current cut approach to sharpen, soften or create an emphasised shape. In many instances (with hair clients), it's actually those quick and immediate subtle changes that can evoke a major long term positive effect on self image discovery.

The unique aspect of the 'Cut vs. Style' module is to enable the image expert to view hair as they would clothes, thinking of cut, flow and movement without restrictive requirement for having a catalogue of 'hair cuts' designed for each specific wardrobe category. The training aims to give you sufficient knowledge of hair texture and behaviour to identify key factors with your clients image and lead them onto a path that enables styles and cuts to be sported that are bespoke and tailored exclusively for their own image.

'Hair in Relation to Image & Style' is a 1 day course designed for 4 delegates. Cost is £475 per delegate

The course is available to International delegates via SKYPE, however it's only selectable as 2 (separate) 2 hour modules (with e-mail correspondence) at a price of £275 per module

Finding and working with a hair salon (or expert) to increase your business profits

1/2 Day Course



The Image Expert and Personal Fashion Stylist can offer a healthy client stream to any hair business (and vice versa), however the ability for the image expert to find a suitable salon or professional to work with can be a difficult task, but why?

The biggest problem appearing to arise from hairdressers and salons is a lack of understanding into the world of the Image Expert or Fashion Stylist, however this is not strictly true. In many instances, the common issue can often be the way in which clients are referred to the hair professional. Typically, the image expert will send the client to the hair expert with a very specific set of rules or instructions - which the hair expert is asked to carry out. However, Scott himself identified (many years ago) that a great deal of the common theories and approaches used for Wardrobe and Colour Analysis do not translate directly to hair. Therefore, when an Image Expert refers a client to a hair expert a confusing 'no man's land' can open up. In this void, the hair professional is either confused or completely disagrees with the image expert's suggestion for the client's hair. The reason this occurs is because the Hair Expert will often observe technical factors the Image Expert just wouldn't be aware of. Likewise, when a Hair Expert refers a client to an Image Expert, a secondary issue can occur when it's revealed the client resides in a colour or category type that just doesn't harmonise with the look the hair salon has been giving (up to this point). This doesn't mean the hair expert was wrong, but perhaps they have been led by client instruction and service restraints (for example – if a client is muted, but only ever wants to pay for a re-growth block colour).

Within the course **‘Finding and Working with a Hair Salon to Increase Your Business Profits’** Scott will reveal how the Image Expert can find and work (hand in hand) with a Hair Expert to grow both the business and profits. The course examines how you firstly identify the salon or hair expert ‘type’ that is right for you. In many instances, the Image Expert will always refer to their own hairdresser – however this can be an unwise move. Simply because whilst you (as an individual) might like their work (on your own hair), it does not necessarily mean your own personal hair expert will cater for all your varying clients needs and referrals

Scott explains the varying avenues and possibilities that exist to find a ‘Hair Partner’ for your business, how to form an introduction and test the waters. A key factor (of the course) is the education into understanding the importance of ‘hair journey’ clients.

Hair Journey clients will be unable to realise their true image potential until their hair has been transitioned – however this period can take several months and require specific management from a hair expert. In these instances, the collaboration between yourself and your ‘hair partner’ is crucial. Scott will teach how both you and your chosen hair partner can hone your mutual skills via test cases on friends and family, whilst the Image Expert is actively encouraged to become more ‘hair savvy’ by grasping the fundamental points of hair science and technology.

Increasing profits for your image business - via a collaboration with a trusted hair professional - can be both a doable and enjoyable activity. After revealing how you can find a trusted hair professional (to work and grow your business with), Scott will refer (throughout the rest of the module) to yourself and your ‘hair partner’. Further aspects of this module include:- *Increasing both your hair and image service portfolio to turn ‘one time’ clients into regular service seekers*, explaining why ‘free’ or ‘taster’ offerings can be the death nail for image businesses (of all kinds) and *using hair collaboration to gain profile & recognition for yourself and your business*.

In addition, within this 1/2 day course, Scott will also give varying examples of collaborations yourself and your hair partner can embark in aimed to generate regular and lucrative streams of new business you had either previously not considered or been unable to offer.

Finding and working with a hair salon to increase your business profits is a half day course designed for 4 delegates at a cost of £250 per delegate

The course is available to International delegates as a mentoring programme via SKYPE and E-mail correspondence for a cost of £475.



All Scott Cornwall Image Industry courses are designed for trained and experienced image professionals, including Image Consultants, Colour Analysts and Personal Stylists. The courses are unsuitable for those not practising nor experienced within the above listed fields.

<u>Course Title</u>	<u>Duration</u>	<u>Cost</u>
Hair Colour Theory in Relation to Wardrobe Colour Analysis	1 Day	£475
Hair in Relation to Image & Style	1 Day	£475
Finding a Working with a Hair Salon (or expert) to increase your business Profits	1/2 Day	£250

INTERNATIONAL SKYPE MENTORING

Scott offers the above courses via a SKYPE mentoring program. This option is only open to those outside the UK and is chargeable on a per module basis (as listed under course descriptions on the previous pages). Skype mentoring consists of approximately 2 hours of SKYPE (121) education, coupled with e-mail correspondence and some course work.

If you wish to attend a Scott Cornwall Training course, please visit **www.scottcornwallhair.com** and complete the enquiry form in the 'Contact' section.