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## **Building A Successful Multicultural Haircolor Business**

### **Michael Angelo “The Haircolor Guru” Offers Tips To Diversify Your Haircolor Practices**

**Tampa, FL** Michael Angelo, certified haircolorist and owner of The Michael Angelo Hair Studio and The Michael Angelo Masterpiece Haircare product line, is an expert in advanced haircoloring techniques and fashion forward hairstyles. Known by many within the professional beauty industry as “The Haircolor Guru”, Michael Angelo has pioneered the art of turning haircolor into visual works of art.

Michael Angelo has seen firsthand that today’s salon trends show a steady growth in multicultural haircolor clients – clients who increasingly rely on professional expertise to create beautiful haircolor while maintaining hairs healthy condition. When it comes to building a successful haircolor business, Michael Angelo provides professional haircolorists tips on diversifying haircolor practices and building a multicultural clientele.

**Multicultural Hair & Haircolor:** There is a diverse range of hair textures among multicultural clients. From a natural tighter curl to looser waves to straight chemically relaxed hair, multicultural hair varies according to different ethnic backgrounds and races. Multicultural hair can be very strong or very delicate. Depending on the hair texture and density, it is important to make sure you do not under-process or over-process the haircolor. The best way to perfect coloring multicultural hair is to do a preview strand test to determine the best timing for that specific hair type. Also be sure to choose a haircolor line that performs well on all hair textures like Redken professional haircolor.

**Regular Conditioning Treatments Are Critical:** It is best to suggest to your clients that they receive a conditioning treatment one or two weeks prior to and after each haircolor service. This will pre-treat and post-treat their hair, keeping it moisturized, locking in haircolor and shine. As an added convenience and to help increase retail sales, introduce your clients to at home conditioning products such as **Mane-Tain Conditioner** by Michael Angelo Masterpiece Haircare, a deep penetrating conditioner loaded with structuring proteins and botanicals or **Everyday Glamour**, also by Michael Angelo Masterpiece Haircare, which deep conditions dry, damaged and chemically treated hair in just 60 seconds.

**Selecting Haircolor Shades:** When recommending haircolor to your clients, always consider their personality. Is he or she ready for a vibrant red or does a gentle caramel suit them better? For fashionable honey, caramels or rich champagne tones in multi-dimensional highlights on relaxed hair, or to diffuse haircolor throughout curly hair, it is best to choose a tonal family that eliminates the natural red and orange undertones that exist in darker haircolor levels. Rich browns such as chocolate, pecan and coffee bean shades are great choices for dark hair levels. If your client does not want permanent haircolor, suggest fashion shading, glazing, toning or other shining services.

**Education Will Be The Key To Success:** To build and maintain a multicultural clientele you should always stay informed and educated on varied hair types and textures. According to Michael Angelo, “The best professional haircolorist is one who can transcend their creative talents across all cultures and all hair types. Haircolorists who can meet the haircoloring, hairstyling and conditioning needs of multicultural clients can grow their business with loyal repeat clients.”

The Michael Angelo Hair Studio design team has been honored this month as one of the ‘Top Salons in America’ featured in the newest edition of *Haircut & Style Magazine*. They note, “Here is where your hair will become a masterpiece! The Michael Angelo Hair Studio indulges each guest with a personalized studio experience by offering unmatched haircolor and hair design expertise.” Michael Angelo has also recently been invited to several exclusive Passion International Bridal and Haircolor Stylebook photography sessions in Washington DC to have his haircolor and hairstyle designs shared with salons in more than 40 countries. Michael Angelo has been published in *Tampa Tribune*, *Tampa Bay Illustrated*, *Elle Décor Magazine* and many other national publications.

For more information on Michael Angelo, The Michael Angelo Hair Studio or on multicultural haircolor tips, contact 813-832-6650 or email [info@MichaelAngeloHairStudio.com](mailto:info@MichaelAngeloHairStudio.com). Visit [www.MichaelAngeloHairStudio.com](http://www.MichaelAngeloHairStudio.com).