



For Immediate Release

7 September 2016

Good Salon Guide Recognises Colour Experts

The Good Salon Guide, the only independent guide to quality standards in hairdressing and beauty, is delighted to announce that it is now recognising Colour Expert salons. Good Salon Guide has been rating hair and beauty salons since 1993 and awards a star rating from Registered through to Five Star, and now extends the available ratings to cover those salons that specialise in colour.

Colour accounts for a huge percentage of salon earnings, and with leading trends focussing on new techniques such as Ombre, Balayage and temporary pastel shades, the hair colour market is not slowing down anytime soon. Colouring is a skill and technique that must be perfected, especially with the many 'colour gone wrong' horror stories that you often hear of, which is why Good Salon Guide will be recognising Colour Expert salons.

Each Colour Expert salon will be inspected to a set of strict criteria, including the requirement for a member of the team to have a Master Colour Expert level qualification, so the consumer knows they are visiting a quality salon with staff that have the highest level of colour training. With the new 'Colour Expert' rating, Good Salon Guide aims to help the consumer find a hairdresser they love and trust and to help the salon fill empty columns and boost business.

All Good Salon Guide salons are listed through goodsalonguide.com where full details are available of all services on offer, including the salon's rating, prices, opening hours and an online booking facility.

Commenting on the launch of the Colour Expert recognition, Good Salon Guide Managing Director Gareth Penn said:

"Many of the members of the public who contact Good Salon Guide looking for a new salon ask us about colour, so it was an easy decision to recognise those salons that have invested heavily in becoming the most highly trained and qualified. Colour Expert recognition does just that, and by setting the entry level at Master Colour Expert we hope to reward the best with new clients and a higher profile."

With their members, Good Salon Guide continues to support improving standards in the industry and helping to develop salons as times and customer demands change.

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For further information please contact Jodie Withers on 023 92 295000 or email: jodie@goodsalonguide.com

Note to Editors

The Good Salon Guide (www.goodsalonguide.com) is the only independent nationwide scheme for assessing professional standards and service within the hairdressing industry. Hairdressing salons are visited and objectively assessed by professional inspectors in the same way as the well-known AA or RAC hotel guides, giving the customer confidence in their choice. Salons are regularly reassessed to ensure standards are maintained.

A Good Salon Guide rating shows that the salon has suitably trained and qualified staff, top quality products and aims to achieve and maintain the highest standards. Listing around 2,000 salons in the UK and Eire, the Good Salon Guide is the kite mark of quality for the general public and a showcase for the artistic work of its members.