

CLICS Clips

November 2022 | Issue I

A MESSAGE FROM OUR FOUNDERS

We are incredibly excited to welcome you to the future of hair color! As customers of CLICS, you will receive our monthly newsletter which will contain company news, CLICS Community Highlights, essential software updates, educational tips, and introduce you to new features and products we will be adding to enhance your experience.

Thank you once again for giving us the opportunity to serve you and build a community that enables creativity, style, collaboration, and growth!



RECREATE THE LOOK

This beautiful, autumn look was created by Adonis Alvarado (@adonisalexus), a stylist located in Pueblo, CO. Adonis used CLICS' 6RV formula melting into RO, tipped out the ends with CLICS' Creme Lightener and glazed with Y & OY with D10.



This enchanting color was created by Becca Bulloch (@beccapaintsyourhair), a stylist located in Roswell, GA. Becca used CLICS' 6VR (demi) with D10 to create this beautiful fall color.

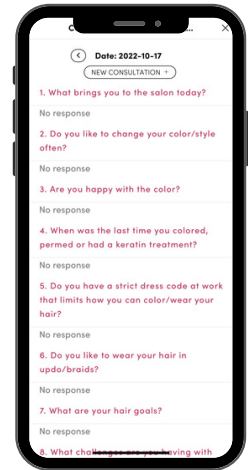


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THE CONSULTATION LEADS THE WAY

A great consultation maps out a clear plan of action for your end result, technically and creatively. Asking these 20 questions will help you fully understand your client's wants and needs. In your client's profile, tap CONSULTATION and fill in the answers from your client to help guide you when giving recommendations and achieving the desired outcome. This information is saved in their profile and can be updated for future visits.



FORMULA MIXING: WHISK VS. BRUSH

Did you know that using a whisk is beneficial for mixing CLICS hair color? When adding custom ratios of tones together, using a brush can trap color in the bristles, which can cause varying end results. These results can range from shifting the final color, spottiness on the hair strand, or uneven color in the overall application.

Using a whisk for 60 seconds to mix your dispensed formula will ensure it is properly blended, allowing for even application on your client's hair, and guaranteeing consistent results every time.



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SALON HIGHLIGHT: Bristow Hair Company

Laine Bristow is the owner of Bristow Hair Company located in the historic town of Roswell, GA. Laine has been a member of the beauty industry since 1994 and after realizing her calling in 2010, opened up Bristow Hair & Spa in 2016. Laine has been a salon owner for 6 years and joined the CLICS community in April 2022. When asked what she loves about being a salon owner, she shares it was "the ability to guide and mentor my staff into achieving their dreams. There is no greater joy for me than watching them become their own version of success."



Since joining CLICS, Laine has decreased challenges in inventory management and cutting chemical costs and has gained the ability to know exactly what each stylist did for each individual client at every visit. She also loves that her clients love the CLICS system and are fascinated by the technology. She shares that "our consultations and client records are more thorough than ever before. Our consistency in the quality of service has improved, as well as the results we are achieving each visit from CLICS color."

Bristow Hair Company specializes in a handcrafted approach to hair that allows them to provide a uniquely tailored experience to each client in a beautiful, relaxing, and carefree environment. The result is a look that is yours alone - created by an artist that connects with you personally - and a style that combines today's hottest trends with your own individuality and lifestyle.



Follow Bristow Hair Company on Instagram and Facebook
@bristowhaircompany.



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STYLIST HIGHLIGHT: Stephanie Cooper

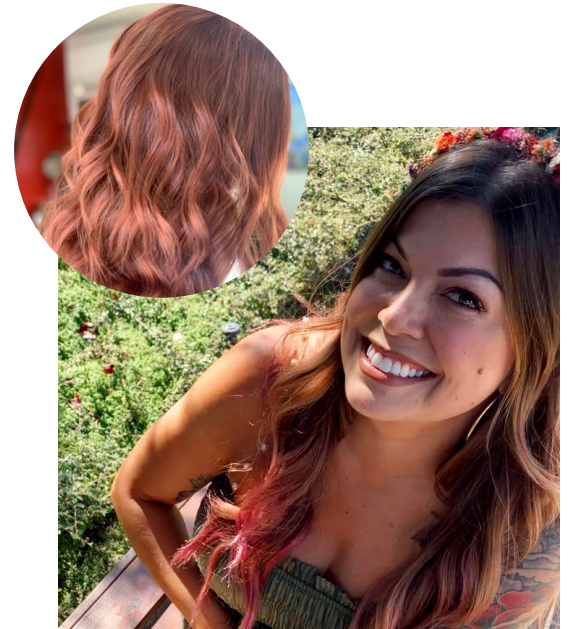


Stephanie Cooper is a commission-based stylist at Hair Depot Salon located in Marinette, WI. Stephanie has been a stylist for 17 years and she loves meeting new people and developing great relationships with all of her clients. She shares that using the CLICS Digital Hair Studio has eliminated the challenge of being scared to create something new. Stephanie loves to create new toners and specializes in customizing a color for a particular client.

INDEPENDENT STYLIST HIGHLIGHT: Ashley Viberg

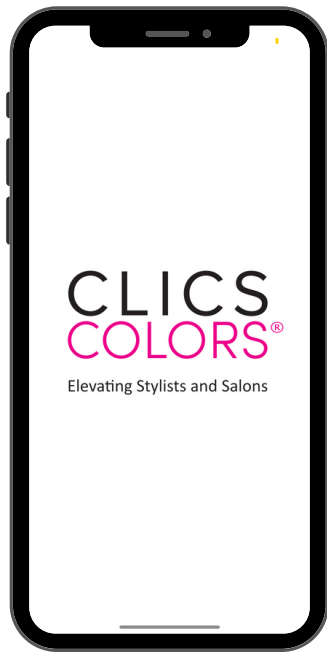
Ashley Viberg is an independent stylist based in Reno, NV. Ashley has been a stylist for seven years, transitioning from a career as a Wardrobe Stylist before starting cosmetology school. Ashley was inspired to start her beauty training because she wanted to offer all aspects of beauty and styling to her customer base. Since completing cosmetology school, hair has become Ashley's number one love.

When asked what she loves about being a hairstylist, Ashley shared "I have the ability to change the way my clients feel and see themselves. Each client that sits in my chair gives me the opportunity to create an elevated version of themselves. How cool is that?"



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CLICS MOBILE APP UPDATES

The latest version of the CLICS mobile app is version 2.5.2. It is available on both Android and iOS platforms. Updates include:

- Updated Client Application page to include “Take Before Picture” and “Take After Picture” language. This is an important feature to ensure stylists have a photo record of your work.
- Bug Fix: Deleting parts of a formula pulled from History will no longer delete.

FALL 2022 CONTEST

Win a CLICS branded Chemical Stylist Apron by adding a Color Lock treatment to your hair color service!

To enter the contest, you must use the color lock in at least 50% of your services from November 15th- January 1st. On January 15th, anyone who has used at least 50% of color services with a color lock treatment will be entered into the drawing. 3 winners will be randomly selected and will receive a CLICS-branded Chemical Stylist Apron. The winner will be announced in the February 2023 Newsletter.



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CONNECT WITH YOUR CLICS COMMUNITY



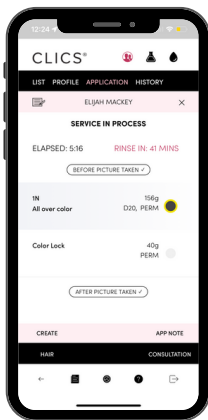
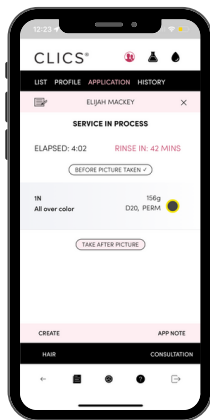
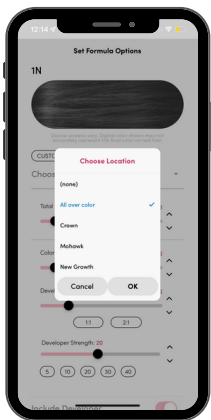
Join CLICS on all social media platforms following the handle @clicscolors, to share your favorite formulas, share best practices with others in the community, and earn opportunities to be featured in future CLICS newsletters!



CLICS COMMUNITY COLOR PROGRAM



Get recognized for your creativity by submitting your best color formula created using Expert Mode and all of the features of the app. The color must have been successfully used on a client for a chance to win a \$50 product usage credit for your salon or a CLICS branded item valued at \$50. Upon submission, your formula will be tested and reviewed by CLICS' Team of Expert Colorists. Accepted submissions will be featured in CLICS' Digital Swatch Book.



Rules for Submission:

1. Use the Color Location feature in the app.
2. Use the Apply and Processing timers in the app.
3. Use Color Lock to complete the color treatment.
4. Take the before and after photos of your customer in the app.
5. Name your color.

