

CLICS®

COLOR. CREATIVITY. TECHNOLOGY.

CLICS Clips

December 2022 | Issue II

Season's Greetings from CLICS!

Thank you for being a valued member of the CLICS Community! We truly appreciate you and your salon team and would like to wish you health, happiness, and peace during this holiday season and throughout the coming year! ~ President & Founder, Leilani Macedo

I want to take this moment to thank you all for becoming part of our CLICS Community and helping to usher in a new era of professional hair color. CLICS' mission is to elevate stylists and salons and with your help, we are dramatically reducing the number of tubes in landfills and hair color entering our water systems. On behalf of CLICS, enjoy the holidays!

~ CEO & Founder, Charles Brown

RECREATE THE LOOK

Staff Pick's Edition

We love the way our colors transform when it goes from bowl to hair! We see many colors every day here at CLICS and some formulas catch our eyes more than others. We'd like to share some of our favorites from this month with everyone.

~ Emily, Isabella, Jaira, & Lily



8N 5g + LtVB 2.5g + V 2.5g



10N 5g + LtOR 2.5g + LtBB 2.5g 00N 5g + Y 2.5g + B 2.5g



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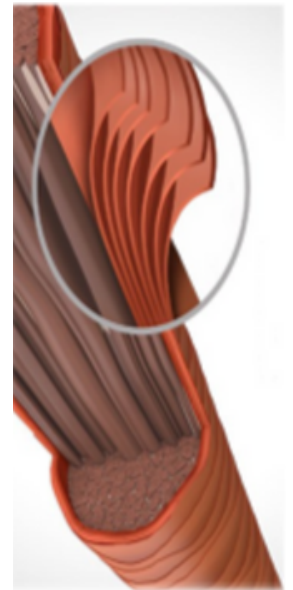
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Bonding Over CoBonder

CLICS' CoBonder has two functions. First, our CoBonder reduces the cysteic acid released during the coloring process. This reduction in acid buffers the amount of keratin protein lost during the coloring treatment. This also reduces the amount of "breakage" for the disulfide bonds.

Secondly, the active conditioning agent found in our CoBonder is an Oligo Ester derived from Sebacic Acid and Hydrogenated Castor Oil, which is 100% naturally derived. The chemical structure contributes to its substantivity and cuticle binding mechanism on hair fibers. Our additive is designed to seal down hair cuticles that have been lifted through damaging treatments, such as coloring, bleaching, perming, or straightening.

Our CoBonder travels in between the lifted cuticles into the cell membrane complex (CMC) and fixes them down, acting as a bond to reseal the hair fiber. The High Refractive Index contributes to shiny and glossy hair, even through multiple shampoo cleansings.



Weigh Your Bowls to Increase Your Savings

Did you know that weighing every CLICS bowl from a service will increase your savings over time? The CLICS bowl is designed with an RFID chip that connects directly to your individual service, so when you weigh the bowl, whether immediately after use or later in the day, the system will automatically know to whom the bowl belongs and will calculate the actual product used, so on the next visit, you will have eliminated waste in your bowls by dispensing the exact amount needed for your customer!



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Photography Tips by Damien Carney

Capturing a stunning photo is the final step when completing a professional look. A stunning photo will allow you to share with the world your talent and skills and enable you to create a digital or print portfolio of your work.

Taking a stunning photo does not require a ton of skill or equipment, but it does require patience, good lighting, and a clear background. Here are some tips from our very own Artistic Director, photographer and Celebrity Hairstylist.



Follow Damien Carney on
Instagram and Facebook
[@damiencarneyprofessional.](#)

1. Equipment - If you're shooting for social media, it's a myth that you need an expensive camera and lighting, simply not true. Your mobile phone will work well for social media.
2. Plan your photo - When someone looks at your images on social media, you need to get their attention. Visualize the final concept of how your photo should look and feel. Your end goal should be to capture the essence and beauty of your client.
3. Prepare your final look - You want your audience to say "WOW" - that's a great look and done so well. So stylish, modern, suitable, and on point. Ensure your client's hair is fully styled so the shine is reflected in your photo.
4. Prepare your background - Keep your background clutter-free to keep the focus on your client and your work. Keep backgrounds neutral, white, off-white, gray, or black, as they often work well with all hair colors and situations.



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SALON HIGHLIGHT: Hair Depot Marinette

Rebecca DeMarce is the owner of Hair Depot Marinette located in Marinette, WI. Rebecca opened her salon four years ago with the mission of creating a space that values its stylists 100%. She shared, "there are so many things to love about ownership, but my favorite is seeing my staff win. They're thriving and I'm proud."



Hair Depot Marinette joined the CLICS community in February 2022 and since joining, Rebecca shared "CLICS allows me to have an easier time with inventory and paying for my color purchases. We are not sitting with thousands of dollars worth of color and inventory. It's been an easy choice. CLICS Color helps our team give our guests the best. We can be more precise, which allows for improved results."

Follow Hair Depot Marinette on Instagram and Facebook @hairdepotmarinette.



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STYLIST HIGHLIGHT: David Dupal



Follow David Dupal on
Instagram [@dupalstudio](https://www.instagram.com/dupalstudio).



David Dupal owns a boutique hair studio, Dupal Studio, in Port Credit, Ontario, Canada. David was a stage artist and Brand Ambassador for a major hair care brand for over 30 years until recently, when he brought the CLICS Digital Hair Color Studio into his studio salon.

David is an award-winning stylist and colorist; he says that the CLICS System has rejuvenated his color work because of the endless creative options open to him. The fact that he can create virtually any color in the spectrum and not fall victim to a company deciding to stop making a particular shade is what really drew him to the CLICS brand. "Once you create a color, it is yours forever!!!"

According to David, the versatility of CLICS color along with the reduction in color waste and packaging made it a very easy decision to start working with the CLICS System. "This is the future of hair color."

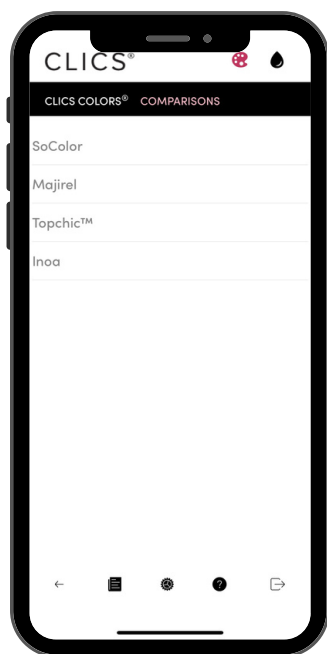
David's favorite formula was created on a starting Level 9, 75% Grey Coverage, using the formula below:

8.5N 32.5g + Y 5g + LtYO 3g + LtVB 2.5g + D20 43g



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CLICS MOBILE APP UPDATES

The CLICS mobile app now includes an ever-growing list of Color Comparison formulas to match popular color brands to increase your color-matching accuracy. New comparisons are added regularly, so check the app for the latest additions!

To access the Color Comparisons tool:

1. Select the beaker or palette icon
2. Select the Comparisons menu
3. Select the brand, collection, and formula
4. Select Use to dispense or make additional edits

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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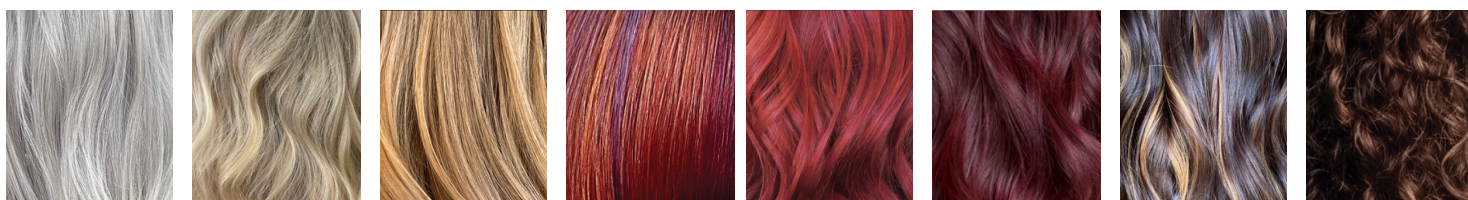
CONNECT WITH YOUR CLICS COMMUNITY



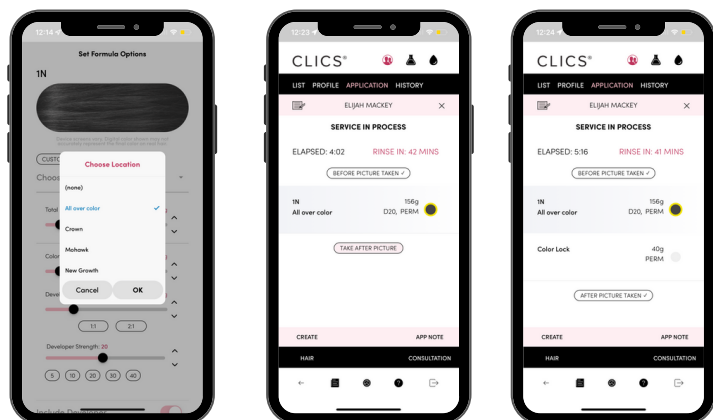
Join CLICS on all social media platforms following the handle @clicscolors, to share your favorite formulas, share best practices with others in the community, and earn opportunities to be featured in future CLICS newsletters!



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.

