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COLOR. CREATIVITY. TECHNOLOGY.

CLICS Clips

January 2023 | Issue III

New Year, New Opportunities for Success

Charles and Leilani would like to wish the entire CLICS Community a prosperous and healthy 2023! We look forward to meeting with all Salon Owners for our first quarterly Founder's Call of 2023 to be held on Monday, February 13th @ 9 AM PST. Please check your emails for the invitation.

RECREATE THE LOOK

Staff Pick's Edition

~ Emily, Isabella, Jaira, & Lily



00N 16.5g + 8N 1.5g + BV 2g

Let it go...This frosted shade is the perfect color for the winter time!



2N 0.5g + R 2.5g + LtYO 7g

With strawberry season coming up, we picked this beautiful red to match the juicy strawberries ready to be picked.



12N 17.5g + BV 2g + VR 0.5g

If you're a fan of lavender and lilacs like us, then you will love this calming floral shade.



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SALON HIGHLIGHT: Hue Color & Design Salon

Cori Randall has been working in a salon since she was 15 years old. She knew right away this was the career for her and she never doubted the decision to pursue her dreams. Soon after achieving her license, Cori attended her first hair show and set new goals to become a platform artist.

Working behind the scenes as a volunteer and then a job with Sebastian for 7 years led her to a career with Matrix. For 20 years, Cori taught Haircutting, Color, and Dresswork across stages in North America and was a facilitator at the Matrix Global Academy in NYC. Cori shares "as you can imagine, I never dreamed of owning my salon and had the utmost respect for those that did." In April 2015, Cori partnered with Maddie Metzger to open Hue Color & Design in Marshall, MI, where they now employ 6 hairdressers.

Cori and Maddie started looking for a new hair color line when their favorite pure tone line became obsolete. Upon learning of CLICS, they immediately fell in love with the concept but were intimidated by the technology, "as you know I'm a hairdresser first," she giddily shares. After a crash session with the CLICS team, Cori and Maddie couldn't wait to get started on a new challenge, even though they shared fears of changing color lines. Although they enjoyed the benefits of eliminating product & packaging waste, simplified



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ordering, and the amazing smell, there was still concern about color performance, and would their staff grasp the concept of pure tone color?

Cori shares that "Education could not have been more helpful. Their knowledge and patience were incredible. The entire team at CLICS made our transition seamless! Cori shares "7 months later, our entire staff is customizing most formulas!"

Hue Color & Design is locally known for creating vivid color and Cori says "we can honestly say we have the best creative and talented colorists in Michigan! Our clients love the technology and precision of CLICS and know that no one in our area has this technology. We look forward to growing our team and our partnership with CLICS."



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STYLIST HIGHLIGHT: Stacie Kowalski



Follow Stacie Kowalski on
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8N 15.0g + LtVB 7.5g + R 7.5g + D10 30g

Stacie has been a licensed, full-time hair stylist for more than 30 years. In that time, she has done every job imaginable in the hair industry from shampoo girl to commissioned stylist, salon manager, and education trainer. Stacie has done it all which led her into opening her own salon in Buffalo, New York.

Salon in the City opened 10 years ago and started out as a small, 900-square-foot salon with three chairs. Now, the business has morphed into Salon in the City Suites, featuring 10 salon suites and 21 more coming this spring! In total, the salon space will have grown to 9000 square feet in just over 10 years!

Stacie shares she still works behind the chair full time and is always looking for the newest and most innovative technology for her clients. Stacie shares, "I have found that [innovation] with CLICS Hair Color! The ease of formulation and the consistency of the finished color is unparalleled!" She continues to share that "having a built-in inventory system is also so great and takes another responsibility off of my plate! My clients are fascinated with the actual dispenser and makes for a terrific conversation piece. I also love that I have a few extra minutes while the dispenser is formulating my client's color to book their next appointment or share retail suggestions. All in all, I truly believe CLICS has not only enhanced my color game, but it has also enhanced the customer experience."



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STYLIST HIGHLIGHT: Britt Bishop



Follow Britt Bishop & her team on
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[@brittbishophair](#), &
[@heavymetalandhaircuts](#).



10N 25g + 8N 5.5g + LtVB 2.3g + D5 32.8g
(demi)

Britt knew that they wanted to become a hairstylist when they were in high school. Britt shares "I always thought that hairstylists looked cool and growing up as an awkward kid, I wanted to look cool." Britt explains that their parents hated the idea of them being a stylist and forced them to go to college, where they received a degree in Education. Britt shares "I think my education pairs well with my passion for hair."

Britt shares they were pushed into being a salon owner because "I have a vision of what a salon should be and how the guest experience should be, but none of the salons in my area were offering that experience." Britt opened Peroxide Luxury Hair Salon in Dunedin, FL in December 2020.

Britt continued to share that "CLICS has helped tremendously with inventory and tracking color. Prior to having CLICS, I learned a stylist was stealing color and it cost me roughly \$1,000/month in losses." Britt shares they would have noticed the issue sooner if they had been using CLICS. Britt also shared "clients think the technology is so cool and love that we are able to replicate their color right every time." Britt shares "clients are more trusting of having another stylist doing their hair if their desired stylist isn't available, so that's been a blessing for sick days."



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Meet The Team Stu D'Alessandro

Stu D'Alessandro is CLICS' Director of Software Development and one of the earliest members of the CLICS team.

Stu comes from a background in computer software and hardware development, working with companies like Chyron, General Instrument, Viacom, ABC and CBS television networks. While working in Broadcast, he engineered computer systems to tally live election returns for broadcasts hosted by Peter Jennings, Cokie Roberts, and Sam Donaldson. He developed systems for ABC Wide World of Sports that compiled live score results and statistics for the NFL, College Football, figure skating, speed skating, and the Triple Crown horse races.

Originally from Long Island, New York, Stu moved to Reno, Nevada in 2002 and subsequently met Leilani Macedo, CLICS' President. At that time, Stu was employed as an independent systems engineer. Leilani relayed her vision for CLICS and brought Stu on to work on early mockups and proof-of-concept. The rest, as they say, is history. Stu now leads CLICS' Software Engineering team



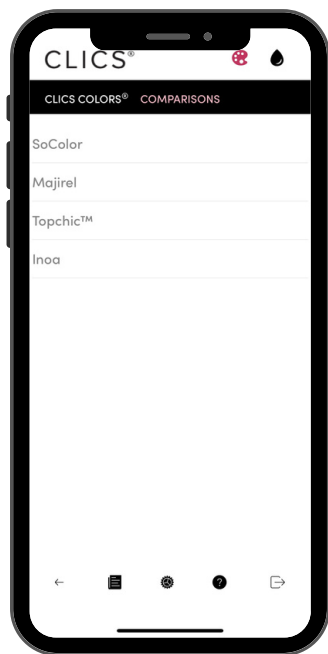
who collectively develop the code for the CLICS Mobile App, the CLICS Dispenser, and the servers that tie the CLICS System together.

In his spare time, Stu kayaks, hikes in the Sierra Nevada, and programs theatrical flame effects for Burning Man projects. He has not yet had his hair colored, but we are working on it.



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CLICS Color Collection

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 Winner's Announcement

Congratulations!

Brenda Bigham - Salon 302 Hair & Spa, Gig Harbor, WA
Mandy Saunders - 212 Salon, Pleasant Hill, OH
Kristina Lemberg - Peroxide Luxury, Dunedin, FL



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CONNECT WITH YOUR CLICS COMMUNITY



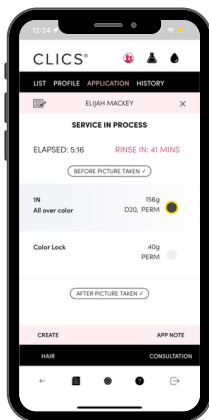
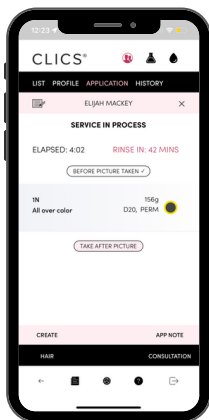
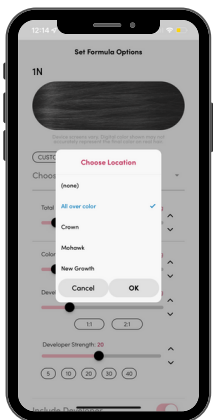
Join CLICS on all social media platforms following the handle @clicscolors, to share your favorite formulas, share best practices with others in the community, and earn opportunities to be featured in future CLICS newsletters!



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.

