HAIR COLOUR MARKET SEGMENTATION

**Tone-on-Tone**
- Non-ammonia dyes are generally tone-on-tone colors which means one will not be able to lift the base color of the hair but one can have it infused with an arresting tone Tone on Tone
- This way hair is eased into the coloring process without one having to endure the smell or chemical deposition level of an ammonia-based product

**Highlighting/ Streaking**
- This technique offers different ways to color of one’s hair
- Anything from large strategically placed chunks of color to a more subtle back-to-back weaving or slicing techniques can be employed to give either an outré or more traditional coloring of one’s preference

**Global Colouring**
- In this method, all the hair is colored from root to end
- One can achieve a radical transformation (like bright red mop) or even settle for more honey or chocolate colored tresses

**Grey Coverage**
- This is a continuous process where hair is colored once a month
- Consumers have been weary of this technique as it is a constant process

**Retail Packs**
- Many companies have user-friendly packs with ready-made color concoctions that come with easily understandable directions
- It is however advisable that the consumer takes assistance from a salon colorist

**Types of Hair Dye**

- **Semi Permanent**
  - Does not contain peroxide or ammonia
  - Lasts 6-12 Shampoos

- **Demi Permanent**
  - Low peroxide level, contains no ammonia
  - Lasts up to 24 Shampoos

- **Permanent**
  - Contains both peroxide and ammonia
  - Touch-Ups needed every 4-6 weeks