



Quick Start

GUIDE TO BECOMING A HOLISTIC
HAIRSTYLIST

BY
Hayley G

A beginner-friendly roadmap to creating a low-tox,
health-conscious salon experience.



set yourself
apart



How to get started



MAKE PRO ACCOUNTS

It's a good idea to apply for pro accounts with multiple color lines that you are interested in. This can be a bonus if they give samples at a good rate or free!!

HOLD UP

Before you purchase a salon intro kit, make sure you are 100% certain you want that line. it's best to wait until there is a sale on the intro packages. I saved \$500 on my retail salon kit during a sale.

SUPPLY STORES..

Most supply stores buy back unopened color tubes. Call your local cosmo prof, salon centric, or salon service group to see if they participate in the buy back program. You can sell the rest of your products to other hair stylists in your area.

READ THE INGREDIENT LABELS

This is incredibly important! Ongoing ingredient knowledge is key moving forward. You must be prepared to confidently educate the client on the ingredients of a new line.

INTRODUCE ONE COLOR LINE AT A TIME

You may only need one or two lines at first. All these lines are ordered online and shipped to you. During the adjustment period you will have to make sure you are fully stocked, so sticking to 1-2 lines at first is recommended to more easily keep up.

IMPROVE YOUR AIR QUALITY

Prioritize maintaining clean, fresh air and change your air filters regularly. Dust shelving and other less used area often. If it's in your budget, get an air purifier. A Jasper air scrubber is a great option.

Building your niche

Create a holistic experience- this is how you stand out from the rest



OFFER SCALP HEALTH CONSULTATIONS

Becoming a certified trichologist has helped me in this area significantly. However, I know obtaining a trichology certification isn't an option for everyone. You can still find quality education out there for free. I share my own knowledge on my social media pages to educate others (both stylists and clients) on trichology concepts.

I received my certification through USTI. I chose them because they are the only ones to offer a certification accredited through the American Medical Association (AMA).

CHOOSE NON-TOXIC RETAIL

Although the color lines may not be perfect, you can still find 100% non toxic retail!

Helpful resources: Row casa, holistichairtribe.com.

For barbers: Johnny Slicks, Oway Men, Shear Revival

ELEVATE SIMPLE SERVICES.

You can integrate herbs and natural treatments into your practices. Doing this can elevate relatively "mundane" services into a luxurious, restorative experience for clients. For example, you could create a haircut service where you teach/do breathing exercises with your client. Add a Ayurvedic practices to usually "quick" services. Stop offering it ALL in one. Hone in on your craft! The possibilities are endless when you create a tailored service plan for your client

DON'T RUSH YOUR SERVICE

Take the time to offer a mindful, curated experience rather than speeding through. Clients are more willing to pay luxury prices when they have your 100% undivided attention during their appointment.

Why holistic matters



The beauty industry has normalized the daily exposure to harsh chemicals.

As a stylist, you are not just applying products to clients. You're inhaling them, absorbing them, and living with these toxins every day.

Many of these product lines contain ingredients that are carcinogenic and are involved in active law suits due to this.

COLOR LINES LIKE

JIOICO

MATRIX

PRAVANA

WELLA

LOREAL
PROFESSIONAL

SCHWARZKOPF
PROFESSIONAL

REDKIN

toxic chemicals in the color

- ammonia
- PPD (p-phenylenediamine)
- resorcinol
- formaldehyde releasers
- synthetic fragrance
- coal tar dyes
- silicones (non-water soluble)

COMMON SYMPTOMS FROM EXPOSURE
INCLUDE (BUT NOT LIMITED TO):

CHRONIC HEADACHE

HORMONE DISRUPTION

SKIN IRRITATION

RESPIRATORY COMPLICATIONS

FATIGUE FROM EXCESSIVE TOXIN
EXPOSURE

Knowledge is power! You can protect yourself and your clients from toxin exposure.

*MEA is an odorless, alkalizing agent that many of the clean product lines use in their formulas. MEA is a liquid that can still be damaging to the hair- especially when not rinsed out properly. However, it is a popular alternative to using ammonia in colors. I don't love that this is the best solution that clean lines can come up with currently, but it's a start in the right direction.

What makes a color line holistic?



Remember: each person has their own “limits”.

You are responsible for researching and identifying what standards are important for you when choosing the lines you use.

If you see an ingredient you aren't familiar with, look it up!

The criteria you determine that a product must meet may not be the same as what another stylist thinks.

Products and ingredients are always evolving, so it is important to stay up to date on new information regarding non-toxic color lines.

THINGS TO LOOK FOR

LOW TOX OR NON-TOX FORMULAS

NO AMMONIA OR DRASTICALLY REDUCED FORMULAS

ORGANIC OR PLANT-BASED INGREDIENTS

TRANSPARENT INGREDIENT LIST

SCALP FRIENDLY & TRICHOLOGY-FOCUSED

SUSTAINABLE & ETHICAL SOURCING

As a Holistic stylist, you are considering the client's overall health, not only their hair and scalp health.

Clean color line suggestions



A FEW CLEAN OPTIONS TO LOOK INTO:

OWAY

ARETE (THE LINE I USE MOST)

INNERSENSE

ALL NUTRIENT

NATULIQUE

O + M

Service Pearls:

My personal clean brand preference is Arete. The products are high quality with a very desirable, creamy texture that is easy to use. Some helpful tips I have learned about when using Arete: the .1/.01 (the ashes) pull VERY ashy, G is your best friend- I always add G to my formulas, even my cool ones. In my opinion the .00 (neutrals) pull green, I always use the .03 (NG) as my neutrals a lot of times. or I'll mix the .00 with .03 to make a prettier N.

I have also used O&M at times. It is similar to the things I mentioned about Arete, but less intense. I do not like using it as much though due to the jelly-like consistency.

Remember, no product line is perfect. You must decide what best suits your needs and meets your standards. It is totally OKAY if you decide to change your preferred if you find another you like better.

This is your sign ✨

Don't be discouraged. It will take some time for you to get your name out there. Finding the right population to get started with can help get you going. You can join some local "crunchy" mom groups. They generally are always on the search for healthier, holistic options for themselves and their families. Homeschool groups are a great too! I find they tend to value low tox living more and want to lessen their exposure to toxins as much as possible. If you can offer that to them, BOOM a whole 15 passenger van of homeschoolers will be rolling up. (I can take a job at homeschoolers because I was homeschooled and so are my kids. dont @ me lol)

you dont have to choose between

- Beautiful results
- A thriving career
- your long-term health

You can have all of these and more!
I'm rooting for you!!



Thank you!!

I hope that this guide has helped you visualize and believe that you are capable of creating your own health conscious services. You can do amazing things while also protecting yourself and your clients from excessive toxin exposure. I know it's scary to change the way you have been doing things for so long. However, if you are in an area like mine, you can really shine. I am the first completely holistic hairstylist and business owner in my city. Some other stylists I have worked with in the past have began their own transitions to holistic standards and I'm so happy to see it!! Sending love and best wishes to those on this journey.

XOXO,
Hayley



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Feel free to reach out with any questions!

On the next page there is a list of holistic beauty professionals. If you would like to be added to this list, don't hesitate to send me a dm! This is not only for hair stylists, but other professions in the beauty industry as well. My goal is to make a list of all the holistic beauty professionals in the US. :)

Would you like to see a quick start guide for salon owners? Holistic nail techs? Holistic esthetician? Let me know in the poll below!!!

Which quick start guide would you like to see next?

What Holistic quick start guide would you like to see next?

Holistic Nail tech

Holistic Salon

Holistic esthetician

Holistic barber

All of the above

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List of beauty Pros Around the US

- Hayley Gabert- trichologist & holistic hairstylist. Backtoedenjackson.com @ Eden Salon 19 A north star Drive Jackson, TN 38305. Socials: @its_hayleyg
- Jaan Holistic Wellness-Head Spa, hair growth, scalp health, and Ayurveda with modern technology: #(954)834-3968, jaanhwellness@gmail.com. Florida
- Emma- Hairstylist, 2605 8th ave S Nashville, Tennessee 37204. evbeauty.com Socials @Emma__vg insta- @emmavgbeauty
- Herbie Ellie- Beauty supply and Health & Wellness store. apothkedujadin.com. socials @apotheke.DuJardin
- Mercy B: hairstylist. Washington state. TikToc @itsme_mercyb

Want to be added to this list? Fill out the form below.

Your name

Consent to being on this list

Info needed

List of beauty pros in the US

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