

Title - FROM BAD HAIR TO SUCCESS!

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Whilst many High Street names continue to suffer as consumers reign in spend, Hair Expert Scott Cornwall recognised the need for something economy friendly to help people achieve salon style hair during leaner financial times.

In the noughties, Scott had been operating his unique hair consultancy offering personal advice, classes and clinics for individuals looking for deeper understanding of their hair and what suited them. Scott had established many years before (as a technical hairdresser), that clients didn't just need actual hair 'makeovers' but to be taught 100% about their own hair, personal colouring and why varying looks suited. 90 minute Scott Cornwall Hair Consultations became recognised throughout the image profession and Personal Stylists and Image Consultants began referring their clients onto the Hair Expert so he could 'unlock' these individuals true hair potential whilst teaching them all about their own hair, image and colour.

When the recession hit hard in 2008, Scott noticed a dramatic change in the motivation for individuals to seek his hair consultations, whereas (previously) clients had wanted to know their perfect hair styles and colour pallet, recession driven clients were now beginning to also ask how they could achieve these effects at home. More astonishingly, (as a technical hair specialist) Scott was beginning to undertake more and more colour corrections due to price conscious consumers reaching for the home colour (in an attempt to save money on salon costs) but selecting an incorrect shade. To rectify their mistake, these consumers only alternative was to undergo a salon colour correction which could cost upward of £200 and had not only rendered their money saving exercise an unwelcome false economy, but also damaged these consumers faith in their ability to undertake home colour alternative options.

Scott's work (as a hair consultant) drew him to the attention of Boots and Scott's first proposal to the retail giant was introducing a home Hair Colour Remover into the UK market. Scott explains:-

"A sea of permanent hair colours was freely available to consumers, but there was no option to remove an unwanted colour result. In 2008, this was causing the biggest issue for home colourists and damaging consumer faith in trying home colour alternatives to salons. It seemed logical and sensible that a hair colour remover should be stocked on Boots retail shelves, to reverse an incorrect colour application without having to resort to salon help".

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Boots supported Scott's belief and five years on the name 'Scott Cornwall' has become synonymous with home hair colour removal, enabling literally millions of women (and men) to reverse an unwanted hair colour result and (in the process) turning a missed gap in the market into a multi-million pound retail hair category.

In the time that has followed, Scott has continued to recognise other gaps in the hair retail market, via his direct interaction with consumers through his classes, clinics and his online presence. In 2012 three new innovation categories were launched:- '*Decolour Stripper*', gives consumers the salon stripping colour option, to safely remove both natural and artificial colour if they wish to go to a lighter shade, '*Colour Restore*', a conditioning tonal restoration formulation that neutralises, cools or infuses red pigment molecules (without the need for permanent colouring) and '*Shine On*' which puts the salon glazing service into a box so people can achieve long term celebrity lustre quickly at home.

Scott's success can be attributed to the foundations and methods he created within his hair advice consultancy almost 10 years ago. Scott believed the core for every person obtaining perfect image came from their understanding of their own hair, what suited and how to deal with their unique hair type. His teaching tool was (and still is) a system that featured image and personality categories and a 'hair season' principle which adapted guidelines the fashion consultant had been using (for wardrobe) for decades previously.

Using this unique method for Hair Image Analysis, Scott has been able to unlock the true hair potential for thousands of individuals and prevent them from living an on-going battle with their tresses. This advice also includes finding the right hairdressers (for them) and building these relationships with the professional sector.

Scott also saw his Hair Consultancy grow significantly when he took the decision to offer a free hair advice service online via Facebook. Thousands of individuals have now signed up to his page '*Scott Cornwall Hair Expert*' which offers very basic and immediate advice to those who are having issues with their hair. Scott explains:-

"My work is never about recommending a core selection of brands or encouraging consumers to just undertake their hair at home. In many instances someone may need a particular salon service but require advice on managing a long term hair goal, alternatively I will recommend a wide variation of products and brands available in the retail market, but suggest specifically based on the questions I am asked. Ultimately, everyone wants great hair; I just try to make sure they are staying on the path that works for them, offering a free resource via Facebook means that hair advice is on hand whenever someone needs it, without the page being focussed entirely on one product or company".

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Scott's success has been a unique one, born and raised in West London his father was a lorry driver and his Mother (also) a hairdresser. Scott grew up with a fascination of hair and hair chemistry. He started working in hair salons at 14, but by his early twenties he had changed direction and studied Business, Marketing and PR and began working for European corporations as a Brand Manager. Scott attributes this experience (outside of the hair industry) to his later success within hair business. In his mid-twenties he returned fully to hair and specialised as a technical hairdresser (for colour and chemical services). This eventually led to him developing his own Hair Consultancy and his unique 'hair advice method'.

Scott's guidance for achieving great hair never restricts on the basis of financial outlay, he explains:-

"Most people look to celebrities for hair inspiration, but then feel disheartened they would never be able to achieve such looks due to either budget or time constraints. However, the key to the (often) fantastic hair sported by celebrities isn't particularly the method deployed to achieve the result, but actually the fact the hair and fashion experts who work with these individuals know exactly what suits them and why. Therefore, people have to firstly know what their unique hair image identity is and start from here. Once you are on this track, it becomes easier to overcome hurdles such as colour, texture and hair behaviour and follow principles specific to your own hair and image."

During a lean financial time which has seen many successful brands vanish from our High Street, Scott Cornwall has proven to be an inspirational success story to other businesses. However, Scott feels the recipe for this success is nothing new:-

"I ultimately have a huge passion for what I do and I love both hair and helping people realise their full image potential. Passion and belief in your business is always the first requirement of any success, if you are only half hearted it will always seem an uphill struggle. Secondly, my sole motivation with bringing products to the retail hair market is filling a gap which doesn't exist and is preventing me giving hair consumers the full advice they need to successfully create a hair result safely at home. If a product already exists on shelf, I will recommend it, if it doesn't I will find a way of developing something which delivers the results that are greatly needed."

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Scott continues:-

“Once you decide to create a retail hair product, you need to be certain it not only fits the consumer demographic you are developing it for, but also brings worth to their lives by value for money and ease of use based on the salon alternative. I then feel a strong obligation to be easily accessible to the consumer, so I can advise and interact with that consumer to ensure they get the best possible worth from it. I believe customer service is the most important factor of any business.

With an intricately tapped social media strategy, Scott has certainly benefited from the platforms of ‘Facebook’, ‘Twitter’ and ‘You Tube’ but how crucial has social media been to Scott’s success over the past five years? :-

“Without a doubt, social media has been invaluable in delivering the advice and information I give to the public, without it I know a consumers ability to achieve great hair would be much harder, simply because today people can ‘Google’ their hair problems. However, you have to treat your social media audience with respect and remember what they are subscribing to you for. Don’t be guarded with your information and enable people to tap into you as a free and valuable resource, they will respect your business and product more for it. Most importantly, don’t abuse your followers with ‘cyber junk’ which strays from the core subject they are attached to you for. Be careful of attempting to entice large amounts of new followers with freebies and competitions, this can lead to building an audience of freeloaders who neither have any interest in your brand nor will buy the product on shelf. However, rewarding your existing and loyal followers with occasional competitions can be a great way of giving additional worth to your page and brand.”

With one of Scott’s new products already nominated for an award the future is looking even brighter and he claims we are in an exciting era for hair retail explaining:-

“The noughties was a pretty bland decade for hair, with so many women ironing to poker straight as a fashion statement. However, the tens has seen a big revival of 60’s and 80’s hair which is not only designed to deliver statement, but also being used as an extension to wardrobe with old skool hairdressing coming back into play. The Ombre effect has paved the way for more naturalistic colour and now the ‘style’ does most of the talking as opposed to the shade. The overall retail hair category is opening up to more interesting product requirements from consumers.”

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You can find Scott Cornwall online by visiting 'Scott Cornwall Hair Expert' on Facebook. You can also find 'Decolour', 'Colour Restore' and 'Shine On' in Boots Stores and online at www.decolourremover.com

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