

salon today



## 5 Ways to Fairly Determine Pricing for Lowlighting and Highlighting Services

### PRAVANA'S CONTOUR COLLECTION

A constant struggle for salon professionals is how to effectively and fairly price services for clients so they feel they are getting a premium service at a reasonable price. Included here are parameters to help set a price on lowlighting, highlighting and \*contour color services from some of the Pravana's blonding stylists and hair colorists:

- #1: By the mixed bowl (between \$10-\$25 per bowl)
- #2: By the amount of time
- #3: By the amount of foils
- #4. A set additional cost
- #5. By density and length of hair

\*Contouring the hair: What is it?

Contouring hair is a partial coloring technique with lowlight shades that adds contrast and color definition to selected strands of hair for a multi-tonal look full of light and darker accents. Contour Colors add dimension, depth and movement to the hair, bringing dull blondes back to their full vibrancy.