

# Grainne's hair salon essay sample

[Environment](#), [Air](#)



## INTRODUCTION

Grainne's Hair Salon at O'Cahan's place Dungiven. The salon is situated on the outskirts of the town area however in a private residential area, within walking distance from the town's amenities. The staff team consists of a proprietor/manager and junior staff members who both work part time. The salon offers clients quality service based on many years of regular trade and expanding trade from outer catchment areas . The business provides a high level of modern diverse skills/services in all aspects of hairdressing, thus reflecting in the duration of business for now twenty six years. Our Professional styling / colouring products are made available from e. g. L'Oreal, Wella, and Tigi. The salon uses a range of brands to suit the needs and requirements of the customers, thus providing individual variety to the client's services. The most popular product is L'Oreal colouring range. As per [www.lorealprofessional.co.uk](http://www.lorealprofessional.co.uk) " colour products are most popular with customers as they deliver up to 100% coverage on non- pigmented hair with superb condition and shine." This is reflected on the demand for the product by present regular customers.

## RESEARCH:

Research means discovery, veal (1997: 2). This means researching things that are known that are not known. Research is to preform a methodical study on a specific topic in order to prove a hypothesis or to answer specific questions. This is the goal of any experimental process. (nwrc. moodle. hnc/hnd) The research process needs to be systematic (carried out in a methodical and organized manner) and follow a serious of steps, which includes a rigid standard and protocol. The planning needs to be organised

and include performance literature review. Research is the process of finding solution to a problem after thorough study and analysis. The aims of research are to observe, describe and predict. Determination of the cause explains purpose of research - why we conduct research (why it is necessary) diligent and systematic inquiry into a subject in order to discover or revise facts and theories. The concept of research will include gathering materials arranging or card-indexing them, collection of data appropriate to the particular problem.

Statistics questionnaires and controlled experimentation recording evidence sorting it out and interpreting it. The main fact is the importance of methodology throughout the process. It will be necessary to observe objectively using the techniques and tools required during the process. Discipline needs to be applied thus evaluating results with confidence and put into action objectively. In this scientific age all of us are in many ways consumers of research results and we are able to judge the adequacy of the methods by which they have been obtained. The knowledge of methodology helps the consumer research results by evaluating thus enables rational decisions. Primary research - A direct source of information or to research a document not emended by a third party thus producing data obtained from original source. (sedulo group,(2013) Secondary- source - Information or research gained from a source such as a client survey questionnaire. The research method is designed to determine most effective efficient way to something.

This type of research is carried out with existing data thus results are obtained from numerous forms such as e. g. books, journals, library sources, internet, and literature, (The Times) What are the answers we expect, reasons and logic why we expect these results observations and experimentation? Testing the characterizations based on hypothesis we collect theory and predictions and have a better understanding of phenomenon. By the end of our research we can draw on the conclusions based on research process and methods. Research gathers and analysis information about moving of goods or services from producer to Consumer. The Series of steps to follow during research listed below are as follows:

#### Method

Formulate questions

Defining a research project

Hypothesis

Prediction

Conceptual variable

Collection data

Operation alization

Selecting method

Measurements

Test Hypothesis

Empirical evidence

Conclusion

Generalization

Errors in conclusion/ overview

Ref: Explorable. com-copyright 2008-2013 Anonymous (may6, 2008).

Research basics. Retrieved sept 30, 2013 [Http://explorable.com/research-basics](http://explorable.com/research-basics)

Research Basics

## QUANTITATIVE DATA

Quantitative data consists of high levels of evidence or facts, provided in data sets within statistics. The use of closed questions within a questionnaire that will provide another source of "quants" these are placed on a table and used to fill in gaps within other forms and provides contemporary confirmation of secondary literature. The researcher needs high numbers of respondents or units of data to attain valid, acceptable and reliable findings. Quantitative data is concerned with numbers through the use of graphs, charts and tables. QUALITATIVE DATA

Qualitative data is rarely proved to be correct, according to the laws of science or scientific research. This type of research explores opinions, values, and experiences through methods such as interviews or focus groups, scripts and reports therefore the phenomenon occurs due to trends and the nature of people however it's the richness of data that is important, not always the number of respondents.

## HYPOTHESIS

IS ORGANIC BETTER THAN INOA. I THINK SO ?

ORGANIC

LOREAL INOA

COMPARE; WHICH IS BEST !

AIMS:

The researcher will be conducting research in relation to Organic hair colours and L'Oreal INOA hair colours used within hairdressing salon's comparing and contrasting both brands. The Researcher will collect information relating to this topic by using a primary source in the form of a questionnaire, thus acquiring qualitative data, and quantitative data collating all information necessary to complete this research project.

OBJECTIVES:

In recent years Organic colours have grown in popularity therefore in conjunction with this assignment I will be researching these products and therefore be more educated and knowledgeable when informing clients wishing to use these products and services. The Organic Color system per L'Oreal's INOA are central to my research assignment. Clients depend on their hairdresser to advise and provide variety within our services but can be unwilling to change unless we can give detailed information on the benefits and features of products and services. During this assignment the researcher will research individually both products gaining essential knowledge and development within each colouring brands.

METHODOLOGY:

The methodology used will be my questionnaire; this will be shown in contrast within results analysis in the form of pictorial results and statistical evidence. SWOT ANALYSIS:

STRENGTHS

High quality and value

Relatively high customer satisfaction so far

Experience in the field/qualifications

Communication skills

Specialisation in the services offered

Pleasant atmosphere

## OPPORTUNITIES

Development of services

Favourable industry trends

Technology development and innovation

Expanding target market

Good Long term relationship with customers= more clients

## WEAKNESSES

Unfavourable location

Lack of parking space

Poor advertising

Message conveyed through communication

## THREATS

High mobility of customers

More demanding customers

Threat of new entrants/higher competition

Customers affected by credit crunch

## Literature review

### History of colour:

Historical evidence shows we have always remained interested in our appearance. This is displayed through colour when man went hunting or attracting a mate since the earliest times, we have continuously looked for ways to change our appearance. Archaeologists have found evidence to suggest early man used minerals, plants and insects to paint bodies and hair to appeal or rebel. Hairstyling was introduced in Roman society 300Bc noble woman coloured their hair red middle class blonde and poor woman coloured theirs black. Egyptians used henna as a colouring agent as records confirm evidence from around 1500Bc. Through the centuries hair colour has been deemed important, within specific eras red hair carried cultural and social significance thus blondes were hailed very important in social ranking. In the dark ages red hair was a sign of witchcraft, as red hair is caused by genetic mutation as first records indicate the first natural redhead was born in Scotland. Queen Elizabeth auburn hair was also imitated as a reflection of royal status.

Renaissance times favored golden hair because it gave an angelic connotation. Venetian woman wore crownless hats and used alum, honey, and black sulfur to encourage sun bleaching. Hollywood's blonde bombshells were defined as " sexy" but few were natural these woman achieved fame due to the bleaching era. History reveals blondes and redheads gain the most attention however 60% of the worlds population are brunettes therefore have the widest range of shades to choose from as henna, indigo, sage and chamomile could only darken hair. Europeans have darkest shades



in regions such as Asia, South America, and Africa. The darkest brunettes originate in exotic Europeans. Modern times and trends dictate hair colours and geographical location. In European nations blonde and redheads were considered more emulated thus in Europe nations darker colours are more alluring. Commonplace for blondes would be Scandinavian as blondes are not a big deal and very little make a fuss of a redhead in Scotland and Ireland. Today's trends are often associated to fashion and celebrities.

Ref: [hairfinder.com /info/haircolor-history. htm](http://hairfinder.com/info/haircolor-history.htm)

Hair colour by its nature is a chemical treatment and sometimes not always 100% organic however not all colours are made the same. Whilst researching this topic I have collated, controversy and variable amounts of information in relation to my research project. It has been an exciting and invaluable experience. Robin Tayal states " I have been fortunate to experience no side effects of 30 +years of hairdressing". [organiccolorsystems. com](http://organiccolorsystems.com)

## RESEARCH

Whilst conducting research my focus remained primarily upon ingredients (chemicals) as manufacturers preferences concerning their choices of ingredients (chemicals) was both educational and disconcerting. L, OREAL INOA COLOURING PRODUCT INGREDIENTS:

PPD: Can cause allergic reaction in clients, however some companies have replaced PPD pigments with PTD (FULL NAME OF PTD) Diamine toluene sulfate: PPD, s replacement ingredient PTD, these chemicals are severely toxic, double the amount is needed to replace PPD " these chemicals are severely toxic". This ingredient is rated 10 highest hazard possible in Skin

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Deep's Cosmetic database is described as "A volatile petrochemical solvent and paint thinner" toluene is a potent neurotoxicant and acts as an irritant, impairs breathing, causes nausea" this ingredient is a leading cause of blood cancer and toxicity to the immune system. [organicoloursystems.com](http://organicoloursystems.com)

PRG: Cocamine is a polyethylene glycol that has a Skin Deep Cosmetic's database hazard rating of 3-6 moderate hazards however PRG cocamine carries a heavy warning that it is not safe on damaged or injured skin and is often recommended to be used with high concentration of hydrogen peroxide. This may put clients at substantial risk even when they decide to pay extra for healthier organic colour. Diethanolamine: Skin Deep ranks aliphatic amine as one of the highest hazards, an inexpensive PH adjuster used in mass-production lines like L'Oreal INOA and Chi organic colours. Experts warn that this chemical Diethanolamine causes immune failure, respiratory toxicity and cancer. However it may be a safer alternative to ammonia, Monoethanolamine is more expensive but much safer cousin is less frequently used primarily due to costs. Diethanolamine (di-meaning two) and Monoethanolamine (mono-meaning one) serve essentially the same purpose as ammonia. Although Diethanolamine's 5 rating as a high hazard, Monoethanolamine is a low hazard. All oxidative colours require one of the three to work, however Monoethanolamine is by far a safer alternative.

#### L'OEAL INOA COLOURING BRAND

L'Oreal INOA hair colour is not organic, natural, cruelty-free or eco-friendly product as their advertising campaign would suggest. These colours according to Stacy Malkin (co founder of the campaign for safe cosmetics

and author of Not Such a Pretty Face) score a high 10 (hazard) in Skin Deep's investigations. INOA Has multiple concentrations of PPD's (paraphenylenediamine) contained in other hair colours and more than 10 times the levels of MEA (monoethanolamine) hence the fact this ingredient is required to provide permanent results, it is in client and stylists best interest to minimize both chemicals. This revolutionary new professional colour proclaims they are ammonia free however after removing ammonia they replaced it with resorcinol and a severe concentration of ethanolamine (also known as monoethanolamine) in their ammonia free colour ? and ammonia hydroxide in their non-ammonia. Both these chemicals are considered high risk by experts as are several others included in list of ingredients. Research also highlights colour takes longer to apply, poor coverage on grey hair, poor performance by salons and clients due to swelling of the hair's cuticle becomes difficult to comb and become equally recognizable on second application.

INOA MANUFACTURS INGREDIENTS:

INGREDIENTS DISCRPTION COMMENTS SKIN/DEEP RATING

Aqua

water

A safe primary ingredient.

Low Hazard 0

Ethanolamine

Used as a pH Adjusters generally considered to be safe in cosmetics at low concentrations. Ingredients are required by law to be listed in descending

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order of concentration. The fact that Ethanolamine is listed as the second highest concentrated ingredient in INOA may be a bit of a concern. Moderate Hazard 4-6

Alcohol Denatured

Ethanol that has additives to make it more poisonous or unpalatable. Used as a viscosity controller. Generally a safe ingredient.

low Hazard - 2

Propylene Glycol

Viscosity controlling agent also used for skin or scalp conditioning. Generally considered to be a safe ingredient. However, there remains some controversy regarding this ingredient seemingly because it is also used in anti-freeze products (as is water). Moderate Hazard - 3

Dipropylene Glycol

Viscosity controlling agent.

Generally considered to be a safe ingredient.

Low Hazard 1

Hexylene Glycol

Used as a solvent, surfactant, or emulsifying agent.

Generally considered safe but represents a strong skin irritant. Moderate

Risk 4

Hydroxyethylcellulose

Emulsion Stabilizer

Generally considered to be safe.

Low Hazard 0

### Resorcinol

Synthetic dye used as hair colorant

This is a very dangerous ingredient and there are much safer alternatives like 4-Chlororesorcino. It seems odd that a company would choose to use resorcinol when a much safer, and arguably more effective, alternative exists. The only conclusion might be to save costs. High Hazard 9

### p-Aminophenol

Hair colorant agent derived from coal tar.

Generally considered to be safe provided use and concentration restrictions.

High Hazard 8

### Toluene 2, 5 Diamine

Aromatic amine

This is a dangerous ingredient that has been restricted for use in cosmetics in the Cosmetic Ingredient Review Assessments and has been linked to certain kinds of cancers and reproductive disorders. High Hazard 7

### 2 Methylresorcinol

Hair colorant and aromatic anime.

A low toxicity ingredient that has demonstrated some links to temporary skin irritation in certain concentration levels. Generally considered safe. Low

Hazard 2

### Sodium Metabisulfate

Preservative

A moderately dangerous preservative that is a known human immune system toxicant. Moderate Hazard 5

Most (almost 60%) of the ingredients of INOA's base which we evaluated had a skin deep rating of " moderate" or " high". This is compared to about 20% of Organic Color Systems. Further, although we applaud L'Oreal's efforts in removing ammonia from their hair colour, we do not understand why they would use resorcinol and such a severe concentration of ethanolamine in their hair colour and keep ammonia (ammonia hydroxide) in their non-ammonia

#### ORGANIC COLOR SYSTEM INGREDIENTS

100% vegan Certified by PETA (People for the Ethical Treatment of animals)  
Contains only 100% Certified Organic Ingredients which are certified by the United Kingdom's Soil Association 100% cruelty-free as certified by PETA (People for the Ethical Treatment of Animals) Uses only recycled packaging materials including packing peanuts made out of corn-starch The most green friendly and recycling orientated warehousing operation possible using current technologies 100% free of all ingredient nasties including ammonia, diethanolamine, 2, 5 diamine toluene sulfate, formaldehyde, sodium laurel sulfates, resorcinol, thioglycolates, and parabens Made with a rich and nourishing blend of plant extracts, botanicals, vitamins, amino acids, and anti oxidants that provides the healthiest and shiny result  
Although many organic hair color lines have emerged over the last couple of years, with some unscrupulous or green-washing claims, there has remained one brand that has stood for the most natural, organic hair color all around the world and that brand is Organic Color Systems. Before you make your decision, please do your research and be an informed professional for the

sake of your business, your career and the health and wellbeing of both you and your clients.

SURVY FEEDBACK

(GIVE YOUR RESULTS) LIST OF QUESTIONS

CLIENT QUESTIONNAIRE-ORGANIC COLOURING PRODUCTS

Q1. What gender are you?

MALE

FEMALE

Q2. Which age group are you?

16-24

25-35

36-50

51+age group

Q3) Do you think you would use organic coloring range?

YES

NO

Q4) Does the organic coloring range give enough variety to meet with clients requirements? YES

NO

Q5) Do you think there could be reason for concern as this product is so near to the clients scalp? YES

NO

Q6) Are the benefits of using organic over write the disadvantages of using conventional coloring ranges? YES

NO

Q7) Do you think you would use organic instead of using conventional hair colors, if you tried it and liked it? YES

NO

Q8) Do you think organic colors would be a good coloring range to offer in a salon? YES

NO

Q9) Do you think all salons should offer an alternative to conventional colors? YES

NO

Q10) Any further comments in relation to organic coloring service that you think would be of help please use comments box below? Comments box.

Thank you for taking the time to complete this survey. Grainne O'Connor

The purpose of any method of feedback on collection of data is merely to respond to clients issues relating to services carried out in the salon also to make improvements to areas of service the service in question is colouring services.

ANALYSIS OF CLIENTS



In this assignment I have used a written questionnaire see (Appendices 1) pictorial results see (Appendices 2) and statistical analysis see (Appendices 3) in researching colouring services and products. Overall client feedback is assurance that the salon is delivering quality, services and importantly products. I handed out 20 questionnaires to 20 clients and analyzed results as follows:

The largest gender percentage was 80% female.

25% male completed the questionnaire.

The reason for this result was that customers are of female gender.

Age groups indicated 50% of customer who completed questionnaire was aged between 35-34. 40% were aged between 45-54.

10% were 25-34 age group.

0% in the 18-24 age group completed questionnaire and 0% also in the 55+ age group.

#### WRITE EACH QUESTION

Overall 70% of customer feedback indicated they were customers for 11-15 years. 30% were in the 6-10 years percentage. 0% in the 2-5 year percentage and 0% in the less than a year area. This confirms clients are regular, consistent, and valued customers that completed survey . Results of how often clients receive colouring services completed was highest as 80% in the 7-12 week had colouring services this reflects the average time scale between colouring services. 10% of clients in the 0-6 week had colouring services this indicates higher average in this area. Results indicated 10% in

the 13-24 weeks had colouring services completed. These results can vary depending on seasonal events and dictated that a colour is only required periodically. The majority of customers utilizing the salon s services had their hair coloured on a regular basis.

90% of persons surveyed stated they were happy with the coverage of their colour. 10% stated they were not happy with their coverage. This result shows room for improvement to gain a higher satisfaction in this area.

65% of customers rated current brands as excellent therefore indicates area of improvement to gain a higher result. 35% clients rated current brands as very good. 0% result in moderately good rated current brands. This is positive results of customers surveyed.

90% of customers surveyed would consider organic colouring services. 10% indicated they would not consider organic colouring services. Overall a positive result of customers surveyed.

100% of persons surveyed indicated they would recommend colouring services to friends and friends. Overall quality result in this area.

100% of customers completed survey indicated they would be returning to salon again overall result in this area.

## EVALUATION

This survey was conducted for the purpose of assignment requested, the overall results therefore were only indicative of 20 customers. The business conducts feedback usually in many forms and customers responses are

much more. The overall area of improvement are reflective of yearly completed satisfaction survey carried out by salon collection of client feedback was in limited timeframe if completed over year period results may have varied. Questions were specific to colouring services and products and could be adapted depending on issues feedback required. In light of my finding, I will endeavor to meet the highest standards possible for clients and self s health, thus reviewing current brands and stock as results relating to my research. Through detailed investigations over a period branding, advertising materials do not make informed decision therefore I suggest rigorous analysis of products in the future regarding health and safety at all times.