

## SureTint disrupts hair color biz with new Color Conversion

Hair color services from gray coverage to highlights to vivid fashion shades continue to drive salons' bottom lines and help them attract new clients for other services. But in today's new world, there are more challenges than ever. From clients changing salons to colorists temporarily or permanently changing lines to out-of-stock situations, there's never been a bigger need to convert hair color formulas easily from one line to another. But with brands using different bases and level systems, that's always been a challenge.

Enter **SureTint Technologies**, a company that provides disruptive hair color management solutions through its patented technologies. This month, the company introduces **Color Conversion** technology, a predictive mathematical model that instantly translates a formula created in one manufacturer's color brand to another color brand with exceptional accuracy. This new technological breakthrough enables salons and colorists to migrate from one hair color product line to another with little effort, minimal risk and predictive results.

**Beauty Industry Report** was intrigued with the possibilities, so we checked in with SureTint's CEO **Elizabeth Christie** for the inside story.

**BIR: Welcome, Elizabeth. Congratulations on the big announcement! Please share your news with our audience.**

**Elizabeth Christie (EC):** Digital solutions will play a much larger role in the professional beauty industry moving forward, and SureTint is leading the charge in the hair color category. Technology puts everyone closer to their customers and provides more information and data that allow for efficiencies, speed of adoption and better, fact-based decisions.

To that end, SureTint created and patented two platforms around how to deliver, automate and streamline what until now has been a very outdated manual process of color conversion. Colorists still formulate and create the looks for their clients, but we take that formula, apply mathematical modeling and convert it to any other brand at the touch of a button. Creativity always remains with the colorists—whether with our **LaRu Color Management Software** or the new **Color Conversion**—and we are supporting them from the color management perspective every step of the way.



*Elizabeth Christie is CEO of SureTint Technologies, a disruptive company that is rapidly moving the professional hair-color business forward.*

For example, SureTint's new Color Conversion technology delivers transformative benefits for manufacturers, salons and colorists, and it represents a zero-sum situation. This technology has taken seven years of highly specialized development, and we have obtained numerous international patents around the process.

Color manufacturers that embrace SureTint's patented color conversion technologies will gain market share rapidly at the expense of those who are slower to respond to this new market reality focused on digital solutions.

**BIR: How does it work?**

**EC:** Color Conversion enables color manufacturers and the distributors that use their products to gain market share and deliver a more consistent and enhanced customer experience.

Color Conversion can be delivered on any platform—as part of the SureTint LaRu System or independently with a simple mobile app. It benefits both independent stylists and large salons. In theory, a manufacturer can also use this new technology at the store level with consumer color lines.

**BIR: How does this benefit the professional hair color channel?**

**EC:** Hair color manufacturers can pursue organic market growth by utilizing Color Conversion to speed up the velocity and number of salon swap outs and have increased retention of their color brand.

Distributors can streamline processes and implement a better supply chain model. They also can benefit by quicker, easier, more successful swap outs, reduced education time in salons and more insights.

Colorists become more confident with a new line quickly and are no longer apprehensive to try or learn a new color brand, because Color Conversion makes the process fast and easy. Plus, they will not experience the amount of redos when changing brands, because they will be able to predict results with confidence.

In addition to reducing waste because of the measurement system, salons can also reduce training time for a new colorist who is used to working with a different brand.

Clients get consistent color results, no matter what brand is used.

Finally, the invaluable insights/data that are provided from SureTint allow for better business decisions based on real, accurate information throughout the channel.

**BIR: The professional salon industry has been slow to adapt to technology compared with other industries. How do you overcome that challenge?**

**EC:** COVID-19 and coming out of the closures that transpired is actually helping the industry overcome its reluctance to adapt to new technologies quickly. We, like other technology companies, have certainly had to deal with slower-than-normal adoption rates in the industry, but we have been consistent and persistent over the years, always looking for ways to improve user interface and experience, and providing measurable value for our customers.

**BIR: Where do you see the future of our rapidly changing industry going?**

**EC:** SureTint Technologies lies at the intersection of two developments occurring in the hair color industry. As your audience is well aware, the salon industry is fragmented, capital constrained and has not fully embraced technology the way other industries have. Many client records still reside on index cards. Those are just some of the factors that can result in inefficiencies and depressed profit margins throughout the hair color value chain.

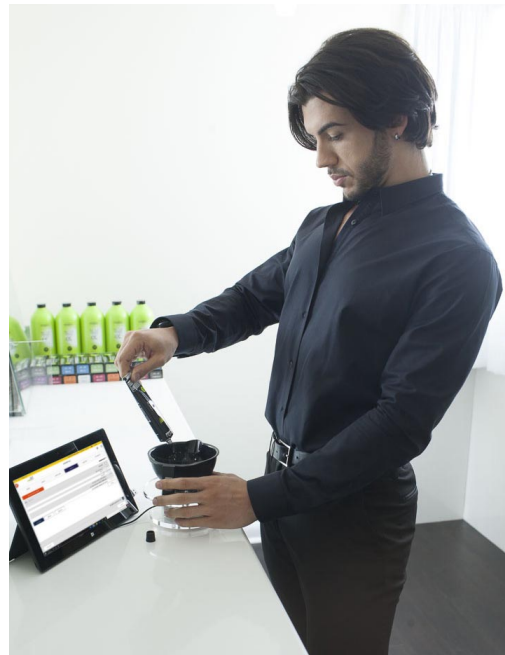
LaRu's Color Management software addresses industry-wide inefficiencies by enabling salons and their stylists to determine the precise amounts of color, developer and lighteners that should be dispensed for each client in order to achieve the desired result. Capturing this data helps salons better manage their inventory and related capital outlays. This includes accounting for—and charging for—all of the hair color they dispense for each and every client they see during a day. Conveying such data to color manufacturers would enable them to optimize their manufacturing runs and streamline their supply chains.

Secondly, if you look at the hair color industry from the manufacturers' point-of-view, it is very challenging for them to boost their revenues. Most of the addressable market is currently being served, and salons are highly resistant to paying even a few extra pennies for a tube of color. Therefore, it is no surprise that we hear that the key to driving top-line growth is to take market share from industry rivals. SureTint's Color Conversion technology will enable salons and colorists to migrate from one manufacturer's hair color product line to a competitor's line of color products with little effort and minimum risk.

**BIR: What is the company's background and your personal background? How did you both get to where you are today?**

**EC:** From a company perspective, Sure Tint Color Conversion was developed and tested by a team of talented data scientists, international software developers and a leading, recognized team of colorists and salon owners.

From a personal perspective, I previously served as the CEO of **Avent Limited**, which was an international CPG brand in the infant feeding product category. I was instrumental in developing that company's North American business and spearheading its international growth. I played a key role in selling Avent Limited to **Charterhouse Capital Partners** in



*Digital solutions are key to maximizing service and profits throughout the entire professional salon supply chain from brand to distributor to salon to client. SureTint Technologies becomes an integral part of a salon's dispensary or an independent stylist's studio to maximize client service and bottom-line profits, thanks to less product waste.*

2005, then remained on as CEO as Avent Limited after the sale, eventually selling Avent Limited in 2006 to **Royal Philips of Holland**. I have since invested in more than a dozen Chicago-based companies, including SureTint Technologies.

**BIR: What would our readers be surprised to learn about you?**

**EC:** That I don't come from the technology industry, but I do come from industries that have embraced technologies rapidly and effectively. I come from the consumer products industry and from an industry that was always focused and concerned with

supply chain efficiencies, was technologically savvy and embraced any breakthrough that would improve products, connect with consumers, increase efficiencies and/or improve inventory and supply chain management.

**BIR: Coming from others industries, you have a unique perspective on the professional beauty business. What has been most surprising?**

**EC:** Given the level of creativity in this industry and the fact the business is driven by people who love to embrace the newest styles, trends and techniques, I was surprised and amazed to see how slowly the industry adapts to new technology or tools that measurably benefit them and improves their workflow process. I'm so happy to see that has changed quite a bit from the time SureTint first launched in 2009.

**BIR: What's next for SureTint Technologies and the professional salon channel?**

**EC:** Hair salons, as well as their stylists and colorists, have suffered immensely during the COVID-19 lockdowns. But their entrepreneurial flame has continued to shine brightly. The SureTint team believes that now more than ever the salon community deserves to charge for all the hair coloring products that are used on a guest.

Let me give you just two examples of how our color management technology is positioned to help the industry rebound. First, after missing a few retouches, clients are beginning to return to their salons. Since they have longer than average regrowth, more color is needed when retouches resume. Our technology alerts colorists and the front desk to those dynamics.

Today more than ever, it is vital for manufacturers, distributors and salon owners to be able to see and know what is actually being used, how it is being used and how much is being used in their area or around the country, so they know how to better deliver to customers what they need and want.

*To learn more about SureTint Technologies' new Color Conversion program, contact Terri Adams, director of business development, at 847-509-3611 or tadams@suretint.com. Visit [www.suretint.com](http://www.suretint.com).*