

## 5 Questions for Roy Peters

Published: September 29, 2009

By Melissa Hill

Since colorist and educator Roy Peters has been in the business for nearly 40 years we figured he'd have the inside scoop on some of the challenges facing colorists in the salon today. We were right -- here, the new platform educator for Keune, gives his take on colorists' challenges, the best client opportunity and why working for a company is the best.



### **Q. Why Keune?**

A. To be honest, I think there's a real anger in the market about product being sold over the counter [in retail and grocery stores]. Keune is a family-owned brand that is sold only to professional outlets. They're sold in 80 countries around the world, but only came to the U.S. 10 years ago. I like their color line, Tintacolor. You can get translucent or opaque with just one product, depending on how you formulate it. Then you don't need four or five different color lines. It seems like a better solution and it appealed to me.

### **Q. What are the biggest challenges facing colorists in the salon?**

A. Easy fading. In bigger cities, there is a lot of chlorine in the water and that is a mild bleach. With the fading you get ungodly colors. Reds are notorious for fading into orange for instance. With Keune color, I'm finding that you don't have to refresh as often and when it fades, it fades on-tone.

### **Q. What are the best opportunities in the market for colorists?**

A. I think the graying of America. People are getting gray earlier and men especially are suddenly much more interested in hair color. For men, the challenge is to get a natural effect that doesn't look masked. Most people are after a more neutral effect with gray coverage.

### **Q. What can colorists do to appeal to men?**

A. I think men are much more vain than women, but they don't want anyone to know it! You need to give them a private color area where they can't be seen getting color done. They're shy about other clients seeing them getting it done. Also, try for a translucent effect for men, so it appears more natural. For instance, on salt and pepper hair, if you used a translucent brown shade, where there's a lighter area, it would appear light brown, and on darker areas, you would get a darker brown -- instead of an all over, one shade of brown.

### **Q. What are you most excited about in working with Keune?**

I like being part of a company rather than a corporation. Companies are still people-to-people. Corporations, you become a number. It's about your numbers. This is a person-to-person business. I'm comfortable being here at a company again.