



Choosing the Right Hair Salon During COVID-19

By Eva Berrios, May 19, 2020

Eva Berrios looked in the mirror three weeks ago to do her morning routine. Her hair hit its worse peak after two months of being in pandemic lockdown. Although she did everything she could to prevent breakage, like avoiding heat dryers and straighteners, there was only so much she could do to prevent it from breaking further.

Her roots became more visible, hair got frizzier, color became brassier, and split ends - well - split even more. Although she did not have a good experience with coloring her hair in the past, she did it anyway and it got more damaged. Eva was not one of the lucky ones who could just purchase a boxed hair dye kit from Walmart and color her hair. Every time she used it, she could never get it to come out the way she wanted.

"I need to go back to the salon," she said. "I am loving the natural beauty look that is trending, but I cannot do it myself. Is it worth going out with this COVID-19 still going around?"

Another hair salon customer, Noelia Abreu, did her own haircuts and ultimately created an unattractive style that she could no longer fix herself. "I loved the idea of maintaining my hair care routine during lockdown but trying to give myself a full haircut was a bad idea. I miss treating myself and leaving the salon with a beautiful sense of confidence. You also get that clean salon smell that your shampoos at home cannot give. It is just not the same."



The coronavirus shutdowns have hurt the sales of the beauty industry, leaving hair stylists even more afraid that they will lose their business. Now that the businesses are slowly reopening, why not pay a visit to your local hair salon that is following the CDC standards of social distancing and sanitization?

Some women do not mind letting their roots grow during this time, but there are still other men/women that feel insecure with its visibility. If you are worried about your lack of income, but still desire a glamorous look, you can always ask your hairstylist for suggestions on a low-maintenance color or style that can help you feel more like your old self. A good stylist would know an easier way to hide unwanted root color and offer a look with low maintenance. If you found a hairstylist that can bring out your inner beauty while meeting your financial expectations, stick with them!



Another option is to find a hair salon that offers custom hair dye kits and curbside pick-up. Ask your hairstylist for the right type of dye that they have used on your hair in the past to cover up

your unwanted roots at home. You might be one of those people who are lucky to use the drugstore hair dye kits, but they are not for everyone. They are not formulated specifically for every hair type so results can vary for each individual. Not only do you support yourself, but you are also supporting your local business! It is definitely a win-win situation.

If you want to avoid spending too much time at the salon during these times, no worries! Businesses are finding more creative solutions to help their clients. There are new virtual tools available for a hair consultation. Some places are now providing the service for their clients to do a virtual meeting so that they spend less time at the salon. It provides convenience and safety for the client to go in and out of the salon, or even avoid a trip altogether if their hair is not ready to be serviced.



Check if your hair salon posted videos and tips on hair care at home on social media. Some hairstylists are recording videos and showing ways to cut your split ends, while others post articles on hydrating your hair and switching up products in your daily routine. Rely on a hairstylist that knows the new hair care and beauty standards that are being set in this world. A good hairstylist knows how to help women and men appreciate the natural beauty in each person and help them achieve this through social media and even blogs.



Maybe not everyone is ready to give up the full beauty pageant look, but if you are, why not pay a visit to the salon and let them help you get the natural look that is reflecting our lives right now? Everyone is in this together. Let the hairstylists help you free yourself from the bondage of panic and despair, even if it is just a simple haircut.

"Women deserve to have more than twelve years between the ages of twenty-eight and forty."
– James Thurber