

# Kemon COLOR CONVERSION



Grace Salon,  
Traverse City, MI



Kate Rice is the co-owner of Grace Salon in Traverse City, MI. She and the salon's other two

owners – Marcia Roehrich and Molly Shumsky – learned about Kemon color from their employees, who raved about the product's benefits. With amazing results from Cramer and Yo.Coloring, Rice says they were excited to test out Kemon's latest permanent hair color innovation – NaYo. The salon team was so impressed with the 100% gray coverage of this ammonia-, PPD- and fragrance-free hair color that they are now phasing out all other color lines they used.

“When we started Grace – a Salon of Inspiration – we wanted to create a very comfortable and welcoming environment for clients to receive professional services,” Rice says. Five years later, the salon's most popular service revolves around hair color, making it a priority among the owners to offer the best possible coloring line to their clients.

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“Color is such a large part of our business, which is why it is so important for us to choose the right line – for our clients' well-being and satisfaction, as well as our own,” Rice says.

In May of 2010 Rice says the salon began trying out Kemon color with amazing results. They've continued using the Cramer and Yo.Coloring lines, offering clients the all-over color, highlights or dimension they're looking for.

In the fall, Kemon announced the launch of a game-changing permanent hair color – NaYo, which contains organically grown ingredients with a creamy, velvety base. And best of all, it's ammonia-, PPD- and fragrance-free. The non-sensitizing formula won't irritate clients' scalps.

“We chose Kemon because it gave the best results compared to other non-ammonia or close to ammonia-free products,” Rice says. “And our clients have been thrilled. For us to care about them, not only the health of their hair, but their general health, is amazing. The salon smells better for all of us. Hair feels healthier.”

Now the salon is looking to concentrate on NaYo as its main permanent color offering, phasing out other brands previously used. “We will concentrate on NaYo, using Yo.Coloring when we need a demi permanent color,” Rice says. “NaYo gives us the results that we need with no ammonia and no PPD. It's the ultimate line.”

Rice believes more and more salons are looking to offer clients products that are less dependent on harsh chemicals. Most Americans today are concerned with what they put on and in their bodies, including the products they use on their hair. “If we can get the same results, if not better results and avoid PPDs and ammonia, therefore leaving the hair healthier and the salon in general healthier, why wouldn't we?”

“I think [NaYo] will change the way we, as professionals, do color,” Rice says. “We have to look at the long-term effects on all of us. NaYo has done that.” ▲

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