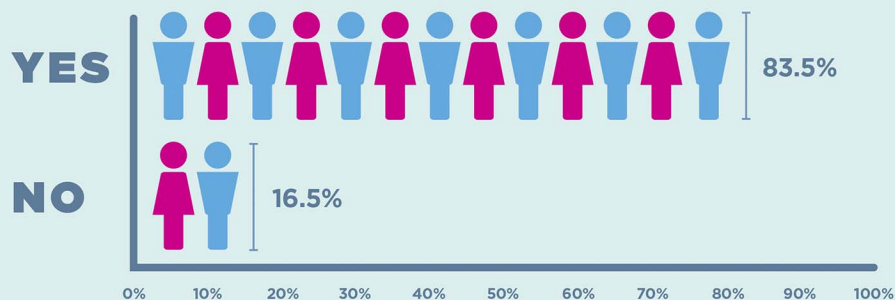
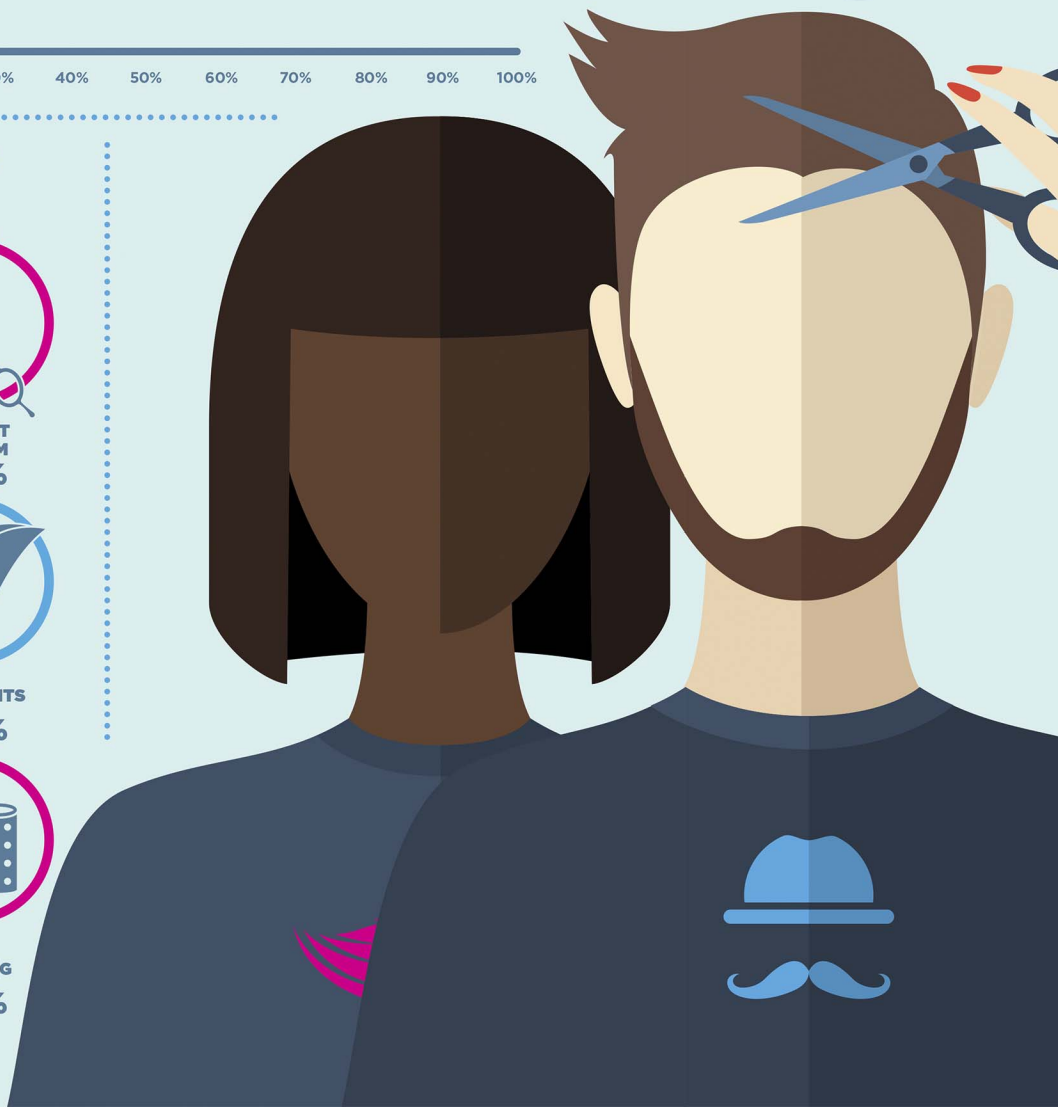
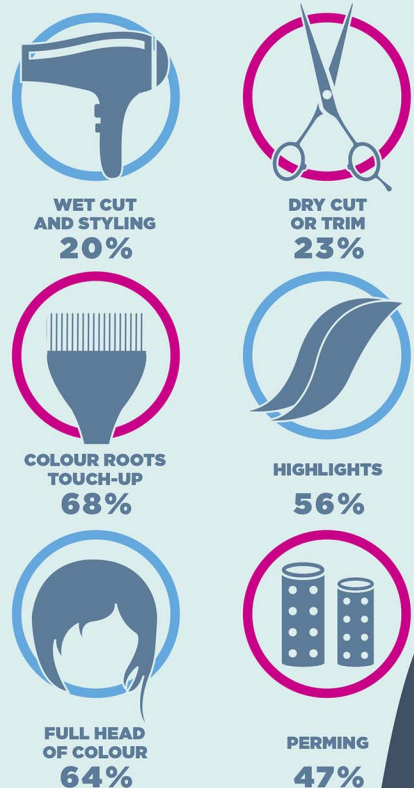


..... DOES YOUR PRICE LIST SHOW PRICES FOR LADIES AND PRICES FOR MEN?



..... WHICH SERVICES ARE PRICED THE SAME?



GENDER POLITICS

JUST 7% OF NHF SALONS SAY THEY ARE TOTALLY 'GENDER NEUTRAL' IN THEIR PRICING. SO IS THE INDUSTRY OUT OF STEP WITH THE MODERN WORLD, OR IS THIS JUST A REFLECTION OF WHAT SERVICES FOR MEN AND WOMEN ACTUALLY COST?

TELL US WHAT YOU THINK
 What do you think? Join us on social media. And turn over to find out how three NHF salons make being gender neutral work for them.

How do you price your services? It should be a straightforward enough question but there is a growing debate, both inside and outside the industry, as to whether the traditional salon pricing structure of one set of prices for women and another for men is, in the modern age, still "fit for purpose".

The BBC, no less, back in April highlighted how some salons are moving towards offering "gender neutral" pricing structures, speaking to Klara Vanova, the owner of Barbarette barber shop in Hackney, north London, who charges purely based on time and style.

But is she right? Are salons that have different pricing structures for male and female clients being discriminatory, even if unintentionally, or is it just a realistic reflection of the time and cost of a female versus a male client? Is there an element of expectation too, with male clients perhaps less willing to accept the sort of prices their female counterparts often take for granted?

To gauge how NHF salons felt about this issue, we surveyed nearly 200 members during March. And the results were striking.

Nearly 84% of members who responded said they had distinct prices for men and women. Just 7% were strictly gender neutral, in that there was no gender difference in the cost of services.

However, a further 14% were gender neutral for "most" of their services and 40% had at least some services where the price was the same for men or women.

GENDER NEUTRAL PRICE LIST

Nearly 85% said the idea of switching to a gender neutral price list was not something they had even thought about.

Wet cut and styling was the most likely to be priced differently for men and women, with just 20% of members saying they were gender neutral for this service, followed by a dry cut or trim (23%).

Colour roots touch-up (68%) was the most common service not to have a gender bias in terms of pricing, followed by full head of colour (64%) and highlights (56%).

Asked why salons felt it was OK to have a disparity between men and women, members were adamant it wasn't because of any desire to over-charge women or under-charge men, it was purely a time/cost calculation.

As one member put it: "Given that a long hair ladies cut and restyle with thick hair can take up to one-and-a-half hours and a deluxe blow dry 45 minutes, we think it is fair there should be a difference in gents to ladies because of the difference in time spent."

Nevertheless, the fact nearly a fifth (18%) of salons reported clients "occasionally" querying why services were priced differently for men or women appears to indicate that, in an age where gender equality is rightly considered the norm, this is an issue that, at least sometimes, is jarring with some clients.