



Society Beauty Bar Publishes Consumer Guide to Low Maintenance Hair Color as Salon Visits Decline

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Society Beauty Bar has published a consumer guide to low maintenance hair color, responding to new industry data showing that salon clients across the country are waiting longer between appointments. The guide arrives as research from Kline + Co. documents a measurable shift in how often people return to the chair.

According to the Kline + Co. figures, first-quarter 2026 U.S. salon revenue fell 6.9 percent to \$8.5 billion. Transactions dropped 7.9 percent over the same period, while average prices rose just 1.3 percent. The data also found that color refresh and regrowth services became the second-largest color segment, a sign that many clients are already stretching the time between visits.

The guide centers on a gap identified in that data. Clients are extending their appointment schedules, but most are doing so with color that was never designed to grow out gracefully. The result is noticeable regrowth, visible lines of contrast and a fading look well before the next appointment.

The guide explains the factors that push clients back to the salon more often. High contrast at the root, toner that fades over successive washes and full coverage on gray hair all shorten the window between visits. In contrast, approaches such as dimensional brunette, rooted or lived-in blonde, and gray blending with highlights or lowlights can stretch color to three or four appointments a year, with a gloss in between.

Laura Khesin, Founder of Society Beauty Bar, said the trend reflects a change in client priorities rather than a decline in interest. "People are not giving up on color. They are rethinking how often they want to maintain it," Khesin said. "The clients who are happiest between appointments are usually the ones whose color was planned around a realistic number of visits from the start."

The guide also addresses when a low maintenance approach is not the right fit. Platinum blonde, looks that require zero visible gray and hair that needs correction after box dye all demand more frequent attention, and the guide advises clients to weigh those goals honestly during a consultation.

Khesin said timing matters as much as technique. "Fall is the moment to begin a longer grow-out plan," she said. "Starting the transition now gives the color time to settle so it holds through the holidays without a rushed appointment in December."

Readers can review the full breakdown of the lowest-maintenance hair color options, including recommendations by starting shade and guidance on how to describe the look during a consultation. The guide was written by Khesin and draws on the salon's experience with hand-painted and lived-in color techniques.

Society Beauty Bar is a woman-owned boutique hair salon with locations in Arlington Heights and Belmont Center, Massachusetts. Founded by Laura Khesin, the salon specializes in custom color, balayage and lived-in color, precision cuts, smoothing treatments and extensions, serving clients throughout the Greater Boston area.

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Society Beauty Bar

Society Beauty Bar stands out for its custom, lived-in hair color, expert balayage, and a welcoming vibe. With two boutique locations, we blend high-end service with a fun, approachable salon experience.

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