

# We're Electric. You Can Be Electric Too!

Three hairdressers explain why they've joined the **#ElectricFamily**

## Katie Hale, award-winning colourist

Changing career to join the freelance community was a scary prospect for Katie, so she wanted to join a brand that she knew would support her on her journey

"I enjoy working at Electric Space where I run a busy column day to day, but I also use it to be creative and create content for my social media. The Electric Instagram – Gabbie! – is brilliant at catching moments in the chair and creating videos of me working with my clients. This is the kind of thing that I'd usually struggle with, due to working back to back, but at Electric, everyone is there to help each other.

"I've recently started using E-COLOUR and it's been amazing. It's true to tone, high-shine and gentle on the scalp, so my clients feel really comfortable. The fragrance is lovely, too, and not over-powering. The E-Lightener delivers 10 levels of lift and includes bond repairers, so my clients' hair has been lifting clean with the blue neutralising any unwanted warmth. Hair feels super-soft afterwards, and the blonde was blinding!

"From a business point of view, what's great about E-COLOUR is that it's super concentrated and comes in bigger tubes, which means you don't feel the need to carry loads of stock. Also, it can be used as a semi-permanent or a permanent colour, depending on the level of peroxide you use and the amount of development time.



## Carolyn Sweeney to Carolyn Sweeney, salon owner, Chichester

Carolyn started stocking Electric products early in 2025 and her retail sales are flying

"I love the story behind Electric products – it's independent, sustainable, made in the UK and, for us at least, locally. But the main thing was that my team loved it, too, and that's what makes it such a brilliant retail line. My team find it really easy to tell the story behind Electric products to their clients and that, in turn, makes it an easy range to sell. One of my stylists is regularly doing £700 a week with it.

"As soon as I introduced the team to Electric early this year, they asked for some education around it, and guess who came – Mark himself. He did the training personally, which was a delight, because this is the person who's founded the product, produced the product and changed the product when he's not liked it. That passion that he has – my team just took it all on, wanted it, and it's been growing and growing ever since.

"There are a couple of other things I love about Electric. You can't buy it online, for a start, which is so important in today's retail market because for a while there the internet stole retail from salons. And feedback goes directly to Mark, so if there's something you don't like he takes that straight on board – and that's a conversation you simply can't have with the major manufacturers."



## Darren Webster, independent stylist

Darren has been working out of Electric Space since it opened six years ago

"I'd known Mark for about 20 years when he told me about the Electric Space concept he wanted to launch, a hub where hairdressers could work and network with creatives from other industries. I thought it was quite a ballsy thing for him to do, coming out of the pandemic, and it sounded really exciting. What also felt good was that Mark's priority wasn't profit – what mattered to him was that it would benefit everybody who wanted to be part of it.

"Working in Electric Space is like coming home. I've worked in other co-working places where it was a bit cloak and dagger – people were very possessive about their clients. Here, everybody is independent but it still has that really friendly salon vibe. There's always someone to help you if you need it. Rather than keeping a problem close to your chest, you can go up to the lounge with a cup of tea and ask somebody about it. Everybody's got everybody's back, and that's the difference.

"Because of the set-up at Electric Space, with the photographic studio, the event space, the private cinema, no two days are ever the same. You get journalists coming in that want to have a quick chat with you; photographer Tim Bret-Day might be upstairs doing an amazing shoot for a magazine; and then there'll be a huge event downstairs with a big fashion brand. And because there's a bar, everybody finishes their day with a pint or a glass of wine together. The networking is unbelievable!

"I only work with Electric products now. I really love the brand and its heritage. I'm so fully 'in' that I travel to the States with Mark now to do education and I really enjoy that because I believe in the product. It's great to show it to people who've never tried it before and know that they're going to fall in love with them too."



# The Spark You Need

Electric is the definition of a modern hairdressing brand. Exciting, collaborative and full of brilliant products, inspirational workspaces and creative opportunities. The **#ElectricFamily** is ready to welcome you!

“I want people to feel part of Electric, like a family or a community. I want people to feel that they have an advantage on their own journey by being with us.”

**Mark Woolley**

What are you looking for in your product partner? A brand that supplies you with high-performance professional products, including an incredible colour line, of course. But what about a brand that also offers you the chance to collaborate with other hair pros, work in exciting spaces, present your ideas in front of a live audience and take part in cutting-edge education?

You’ve found it. It’s called Electric. This is a brand – founded by hairdresser Mark Woolley – that truly understands how hairdressers and other creatives work and what they need to progress in their careers. It’s independent, insists on high quality at every touchpoint and is proudly British.

But let’s start with the products. Electric have been developing sustainable, hand-crafted formulas in England since 2007, and it’s one of the most exciting and directional independent brands around. Each product is made with raw materials hand-sourced from around the British Isles – some are even grown at Electric’s very own farm, the beautiful Falmer Court on the Sussex Downs, which is where you’ll also find the company’s product lab. Cruelty-free, committed to recyclables and formulated to Mark’s exacting standards, it’s no wonder these innovative products are used by salon stylists, session hairdressers and platform artists around the world.

And now there’s E-COLOUR, a full colour system comprising 92 permanent shades, including eight high-lift tints, true-to-tone coppers and reds and some beautiful iridescent (0.8) mocha and chocolate shades that tap into this year’s biggest colour trends.

What’s clever – and unique – about E-COLOUR is that you can use those shades in the usual way to create permanent colour results using E-COLOUR’s 10, 20, 30 and 40 vol oxidants. But when you combine them with the E-GLOSS developer, those same shades activate in a different way, creating stunning gloss colour results that cover up to 90 per cent grey without compromising on shine, or, as in the case of the high-lift shades, acting as toners. That means you don’t have to carry as much stock, meaning you can make significant savings versus traditional colour ranges.

Then there’s Electric education. This collection of tailor-made courses is designed for learning key and creative skills, sharing inspiration, ideas and techniques for the here and now. They’re high-energy learning experiences that teach strong foundations, as well as pushing boundaries, leaving stylists buzzing with inspiration to share.

Electric Space in London is not just a five-storey townhouse in Fitzrovia with its own photographic studio, meeting rooms, fully stocked bar and private cinema. It’s also an inspiring workspace for independent stylists and a place to meet and network with other creatives, including at the in-house Electric Social events. Boasting the facilities and environment of a leading salon, it’s where you control your own destiny while being part of a progressive team with exciting education and creative opportunities.

A case in point are the famous Electric Sessions. Here, the stage is handed over every month to someone who works with Electric products. Held at either Electric Space or Falmer Court, this is where signature styles are presented to an audience of 200+ hairdressers and influencers, all using the Electric range.

Join the #ElectricFamily and you’ll instantly be part of a creative and business hub, a space where you can come together with like-minded people. You can create a collection. Attend a course. Shoot a film. Host an event. It’s empowering and it’s exciting!

## The Electric Offering

### Electric Education

- Opportunity to attend ten Electric Sessions a year, held at Falmer Court and Electric Space
- Access to Mark Woolley for business education and support

### Creative Inspiration

- Opportunities to present your work at Electric Sessions
- Opportunities to assist on shoots and on set
- Opportunities to work around the world on hair shows

### Commercial Advantage

- Electric is an exciting product brand – they hand-select the salons and businesses they want to work with
- Powerful salon retail display with fashion-led design
- Innovative colour line that offers huge savings vs traditional ranges

For more information about E-COLOUR email Tracey Luhr at [tjluhr@electric-hair.com](mailto:tjluhr@electric-hair.com)



From high-performance, British-made products to exciting workspaces and unique creative collaborations, Electric has it all!