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THE FUTURE OF THE HAIR COLOR SWATCHBOOK

A NORTH AMERICAN STUDY OF LEADING COLORISTS



ASPASIE



TABLE OF CONTENT

3 Frequency of use

4 The ideal swatch

5 Tools used

5 Swatchbook quality

6 Preferred format

7 Important facts about Aspasie

7 EcoVadis certification

The Future of the Hair Color Swatchbook

This report presents the findings of Aspasie's North American study on the current and future role of physical and digital hair color swatch tools.

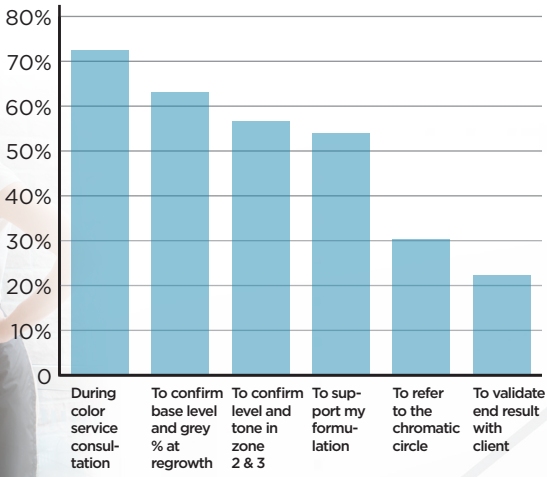
Conducted with experienced colorists, educators, salon professionals, and industry leaders, the study was designed to capture informed professional insight.

The findings confirm that physical swatchbooks remain essential to consultation, formulation, and client confidence, while digital tools are valued primarily when they support creative inspiration.

In which situations do you use a color chart?

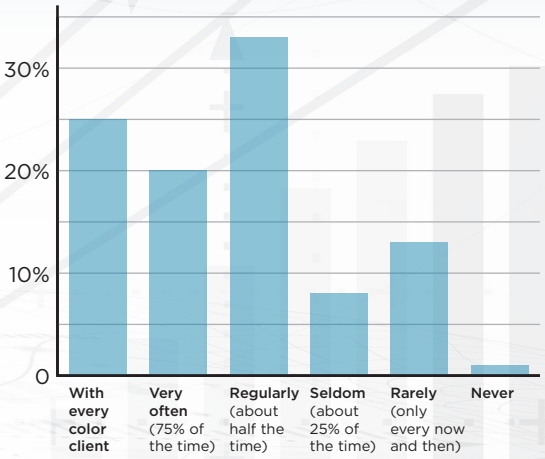
72.4%
of colorists use a swatch book during their consultation





How often do you use your color chart in a client interaction?

A color swatchbook is used in
65%
of in-salon client interactions



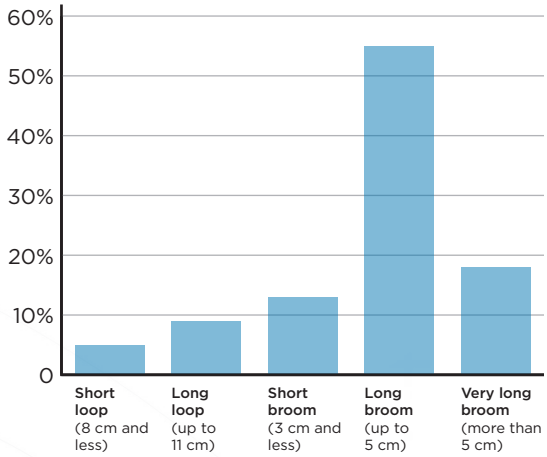
Why this study matters

The professional hair color consultation process continues to evolve alongside salon services, client expectations, and technological advances. At the same time, precision, trust, and visual clarity remain at the heart of a successful consultation.

Aspasie conducted this study to better understand the current and future role of physical and digital swatch tools in professional practice.

In your opinion, what is the ideal swatch?





Swatchbooks

Fixed swatches (fan or loop) or removable swatches (tip, magnetic card, etc.)



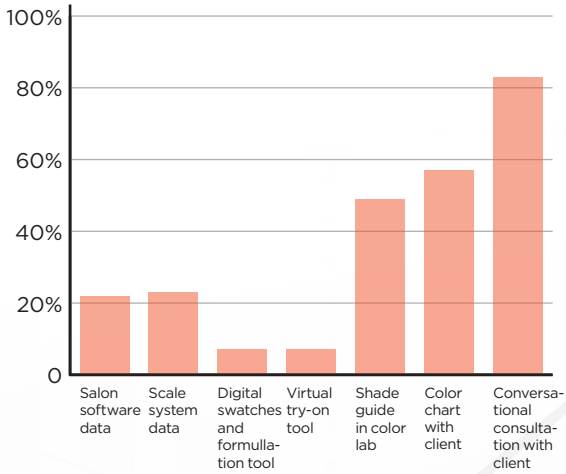
A study grounded in professional expertise

The value of this study lies in the quality of its respondent base. Participants were selected for their recognized expertise, credibility, and influence within the industry, not for their connection to any particular brand.

The group included experienced professional colorists, both salons based and independent, brand educators, cosmetology instructors, stage artists, and recognized hair color specialists from across North America.

What tools and methods do you use in your formulation process?

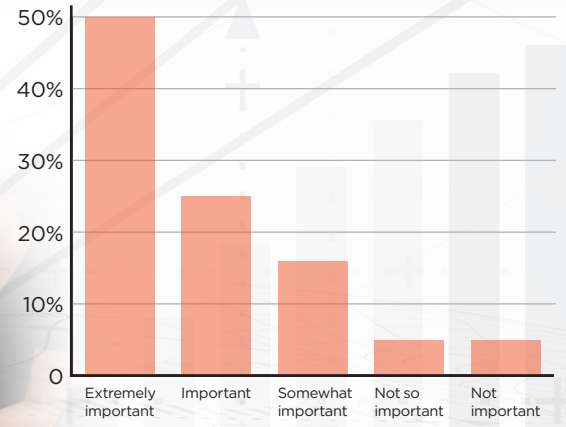
Hairdressers and colorists use an average of **2.5** tools in their consultation and formulation process



How important is the quality of the swatch book in your selection of a color brand?

Type of paper
Print precision
Color rendering
Hair touch and feel
Overall look and feel





What the results reveal

The findings show that the profession remains firmly rooted in the use of the physical swatchbook. Respondents identified visual assessment, live consultation, and direct swatchbook reference as central to communication, formulation, tone evaluation, and client confidence.

Digital tools also generate interest, but confidence in virtual try-on solutions remains more limited.

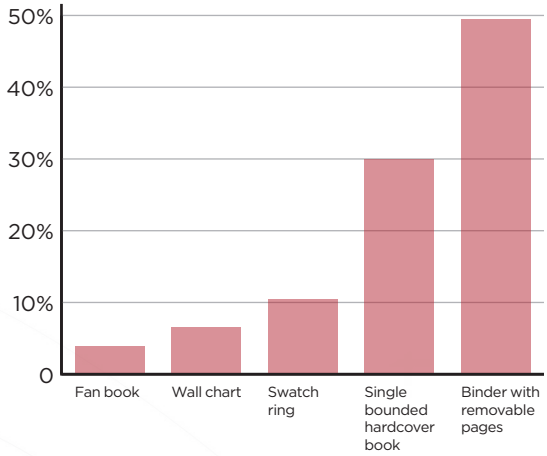
Which swatchbook format do you prefer?

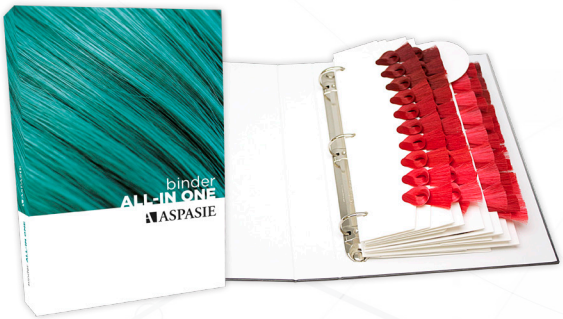
BINDER is preferred because...

- I can take out only the pages I want to show
- Easier to add/remove pages as color line evolves
- More flexible than other options
- Easier to manipulate

BOOK is preferred because...

- Look is more professional
- We see all swatches at once
- More durable than other options







How these findings can shape the tools of tomorrow

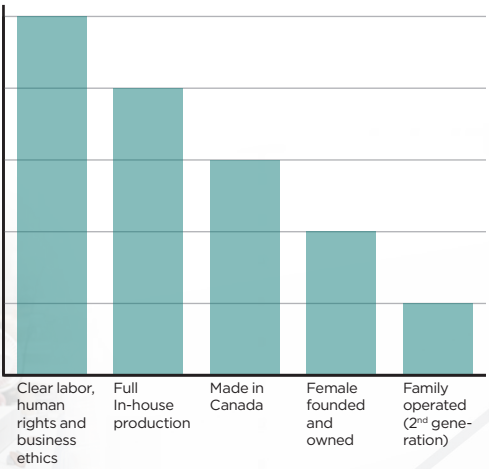
The study highlights a clear preference for tools that are practical, modular, updateable, and suited to the real workflow of the salon. Ease of handling, visual clarity, and day to day usability emerged as essential criteria.

For manufacturers and brands, these findings point to a meaningful opportunity to develop tools that are more effective, more credible, and better aligned with the realities of professional use.

What fact about Aspasie do you find the most compelling?

Respondents were asked to rank the information they found most interesting about Aspasie.





ecovadis Certification

COMMITTED
ecovadis
Sustainability Rating

We are proud to announce our 2025 EcoVadis results: **+12 points in one year**, reaching a score of 57 and placing Aspasie in the top 30% of manufacturing companies worldwide. This progress reflects the work carried out across the four pillars assessed by EcoVadis: Environment, Labor & Human Rights, Ethics, and Sustainable Procurement.

For us, sustainability goes beyond “green”: it also includes how we treat people, how we source our materials, and how we govern our organization with responsibility and transparency. And we are committed to raising the bar, year after year.

Methodology

This study was designed as a targeted expert inquiry. Results are presented as percentages of the total respondent pool. Participants were selected based on their professional reputation and recognized hair color expertise, rather than on brand affiliation. Data collection combined structured questions with in-depth interviews. Open-ended responses were reviewed and grouped into recurring themes. The findings should therefore be read as qualified professional insight grounded in expert practice.

75% of hairdressers and colorists believe that the quality of the shade chart ***strongly influences*** their choice of a hair color brand

83% of colorists consider the shade chart to be ***important, or even essential***, in their hair color formulation process.





New trend alert

Swatches are making a strong case as one of the most effective tools for bringing longevity and treatment hair care results to life.



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