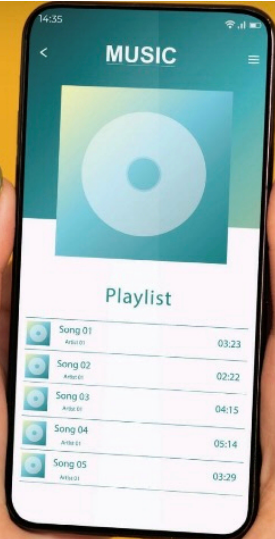
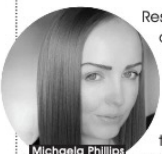


Face the music

REBECCA HITCHON rounds up advice on playing music in the nail space, to ensure you're hitting the right note with clients



Just like a nail design, one style doesn't fit all when it comes to music. Some people love the calming effects of classical tracks, while others turn to pop or rock to enhance their energy levels. For workers, music can serve to inspire creativity and focus, yet it can also distract or overwhelm, so it's understandable if you're struggling to get your nail business' musical formula right. But with 70% of *Scratch* readers playing music in the nail space, according to our *Instagram* poll, it's important to learn how to cater sound to ensure a comfortable experience.



Michaela Phillips

Research shows that music directly impacts the areas of the brain most closely associated with emotion, therefore it's vital that you induce the best feelings in your business. "Music has a subconscious impact, which moulds others' views of your brand," notes Michaela Phillips, in-house Halo nail tech & owner of Gelalicious, Medway. "My salon is designed to be a sanctuary for clients, so I play mellow music to create this ambience."



Freddie Moross

At the heart of the nail industry is a shared goal to promote self-care. "A wellness experience involves bringing tranquillity to all the senses, including hearing," says Freddie Moross, CEO of Myndstream, a wellbeing-focused salon and spa music streaming service & advisory board member for the *Global Wellness Institute*. "Just as guests seek treatments for touch and enjoy food for taste, sound should be valued for the client experience. Its use can set the tone of an environment."

Myndstream's Spa Music Service provides over 50 programmed soundtracks, and offers two paid services: Essential One for lone workers and Essential Unlimited for salon teams. The company also curates playlists to capture the essence of a business. "Myndstream is proud to work with each salon and spa on an individual basis, to ensure that playlists suit their needs," notes Freddie Moross. "We can explore making services more wellbeing-focused by using music promoting relaxation. Or, if a salon seeks an energised environment, we can create a playlist to give clients a spring in their step."

www.myndstream.com



Glenn Payne

"In my opinion, the beauty industry suits a cross between light chillout and upbeat keyboard instrumental sounds," shares Glenn Payne, artist & repertoire (A&R) director at GAP MuSiC – Tantaio Records. "However, which music works best will depend on clients and professionals. Clients need to feel at ease and employees require a pleasurable working experience. Music should never offend – it should always enhance."

"At GAP MuSiC – Tantaio Records, we believe that music is for everyone, and our albums are used by many beauty therapists to create the perfect ambience," reveals Glenn Payne. "Zen Garden 1 & 2 (Stuart Michael), *A Place Beyond Forever* (Stephen Rhodes) and *Selections 1, 2, & 3 (Terra del Sol)* are popular, as well as *MUSIC for Gentle Relaxation*." Titles are available via online stores including iTunes and Amazon, and to stream via Spotify, Apple Music and more.



INSTRUMENTAL IDEA

"When carrying out a treatment designed to relax clients, I play spa music to enhance the experience, and when treating clients who want to chat, I play pop music. I always check that the noise level is suitable and acts as non-distracting background sound."

Laura Peat, Leconté educator & owner of Simply Koko, Derby



Lawful listening

Under *The Copyright, Designs and Patents Act 1988*, permission is needed from the relevant copyright holders (those who create music) to play it in public. This is where TheMusicLicence comes in, allowing UK pros to play music in their business through CDs, the radio, TV and other digital devices.



Martin Durrant

"The licence ensures that the owners of music receive fair compensation for the use of their work, and allows musicians, composers and producers to continue creating music," shares Martin Durrant, founder & director of Secret Salon Club, an online platform dedicated to quality and standards in the home salon industry. "TheMusicLicence ensures compliance with copyright laws, protecting business owners from the legal consequences of playing music without the necessary permission. It also demonstrates a commitment to professionalism and the proper operation of a business, gaining the trust of clients and building a good reputation." Martin adds that the licencing fee is based on the type of business and amount of music played. Alternatively, royalty-free music can be accessed without obtaining TheMusicLicence. Scan for more information



Client files: neurodiversity

"Music can be an amazing tool for neurodiverse communities, from those with autism to Alzheimer's," says Freddie Moross. "It can connect people and make a big difference to communities who feel overlooked. I recommend asking hypersensitive clients how they'd like to feel leaving the appointment. Offer the option of specialist music to support this feeling, rather than encouraging conversation that might deter them."



Fiona Fox

"When somebody who's hypersensitive experiences overwhelming feelings as a result of too many layers of noise, their 'fight, flight or freeze' instincts may kick in," explains Fiona Fox, owner of Ulu Beauty, Dorset, who provides training to beauty pros on areas including inclusion. "This could look like avoidance (leaving the source of the noise), a panic attack, withdrawing or shutting down, an angry outburst, or another reaction which needs to be de-escalated, but could be avoided with planning."

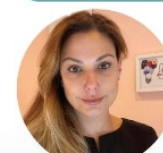
Fiona created a 'Chat-O-Meter' to check how clients are feeling and what sounds they are comfortable with. "It allows me to ask about the music playing and if it needs adjusting. I've learned that the best way to ask is to use questions like 'how's it sounding?' to encourage clients to open up. I also set their expectations of what they might hear – such as the fact that my E-file sounds like the dentist's drill and the air con sounds like a helicopter landing."

Download Fiona's Chat-O-Meter here



Emily Langford

As a neurodivergent tech, *Scratch Stars Gel Polish Stylist of the Year* finalist, Emily Langford of Studio 109, Holton le Clay, has a unique insight into how neurodivergent clients are feeling and how music may affect them. "Music is often used to block out or calm overstimulation and sensory overload. I know that if I am in silence, that's when intrusive thoughts creep in, so sound helps me focus on the nail task at hand," she explains. "Music can ease an interaction where a first-time client may feel anxious and uncomfortable in a new environment or with an unfamiliar experience, and it also encourages a conversation about the client's musical interests."



INSTRUMENTAL IDEA

"I play soothing playlists at the start of the week, changing these to more upbeat ones as the week progresses. My clients and I dance on Fridays!"

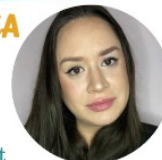
Dani Bailey, owner of Alma Studio Nails, *Scratch Stars Home Nail Salon of the Year* finalist, Bridgend



INSTRUMENTAL IDEA

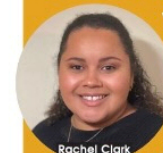
"I created a playlist for clients to add their favourite music to for appointments. It features everything from pop, rock and hip-hop to country and foreign language songs, providing a radio-like experience."

Sara Cady, owner & educator at Glamourphile, Lincolnshire



Mobile melodies

For mobile techs, music can be tricky to navigate, with considerations about what is acceptable in clients' environments. We talk to two *Scratch Stars Mobile Nailist of the Year* finalists to learn their approach to music...



Rachel Clark

"As a mobile pro, it can be hard to create an ambience, as each location is so different," notes Rachel Clark of Beautyscape by Rachel, Gloucester. "However, I believe that being mobile makes it easier to do this through making a comfortable space for clients to relax in a familiar environment, rather than via music."



Emily Jones

"As I am going into clients' homes, I feel that it's not my place to control the music played," adds Emily Jones of Nailed By Emily, Knottingley. "Therefore, I give clients the choice: some love to chat through appointments, and others opt to stream music or play the radio."