



## ALCHEMY & I

136 High Street

Berkhamsted

Herts

HP4 3AT

T: 01442 871184

E: [info@alchemyandi.co.uk](mailto:info@alchemyandi.co.uk)

## BOOK ONLINE

[www.alchemyandi.co.uk](http://www.alchemyandi.co.uk)

  [@alchemyandi](https://www.facebook.com/alchemyandi)

## OPENING TIMES

Monday 9am - 5pm

Tuesday 8am - 8pm

Wednesday 8am - 8pm

Thursday 8am - 8pm

Friday 8am - 6pm

Saturday 8am - 4pm

Sunday Closed

ALCHEMY&i  
BALAYAGE • BLOWDRY • BUBBLES



## ABOUT US

Alchemy & I was created with all of the essential elements to make you feel at your very best.

Our team of highly trained Alchemists are skilled in blending, cutting and styling, able to make your hair dreams a gorgeous reality. Teamed together with a sumptuous interior and a fusion of cocktails and bubbles, it's the social life your hair never knew it needed.





# MEET THE TEAM

To meet our talented team of Alchemists, visit our website where you can discover more about their skills, qualifications, and what they love to do with hair!

[www.alchemyandi.co.uk](http://www.alchemyandi.co.uk)







**OUR EXPERT TEAM  
OF ALCHEMISTS  
CAN'T WAIT TO  
WELCOME YOU...**

# YOUR EXPERIENCE

Your Alchemy & I experience will begin as soon as you step through our doors where a member of our Host team will welcome you.

They'll introduce you to your dedicated Alchemist and will take your order for any food or drink you may desire. Your Host will remain available throughout your visit for further drinks orders or to help with anything you may need. Simply download our Alchemy & I app from the app store to gain access to our ordering system.

If you're enjoying your very first hair appointment with us, your Alchemist will start by talking through what you're looking to achieve with your hair. They'll combine your preferences and vision with colour matching, face shape profiling and personality testing to create a bespoke style that suits you down to a tee before plotting your full hair journey.

As your transformation begins, all that's left to do is unwind amongst our luxe surroundings. From our Blow Dry Bar to our tranquil Hair Spa, you can expect a glamorous pamper from start to finish where nothing is too much for our team of passionate Alchemists.

Once your service has finished, you'll be given plenty of time to finish off your drink, and your Alchemist will discuss your aftercare products before booking your next appointment. Before you leave, don't forget to join Club Alchemy to ensure your reward points are added to your account.

Please note that for our colour services, you will also be asked to do a patch test 48-72 hours prior to your appointment.





## CUTTING BAR

	Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
<b>EXTREME SHORT</b> 30 MINS (Clipper work)	35	40	45	55
<b>SHORT HAIR</b> 30 MINS (Ear or above)	45	55	65	75
<b>MID HAIR</b> 45 MINS (To jawbone)	50	60	70	80
<b>LONG HAIR</b> 60 MINS (Below jawbone)	60	70	80	90
<b>RESTYLE</b> 60 MINS (Any amount over 3 inches)	60	70	80	90

We do not undertake the cutting of children's hair under the age of 16.

All new clients first appointments will be booked as a restyle to allow your alchemist ample time to plot out your hair journey.

We are a gender neutral salon and prices are set due to hair length and not gender.

EXTREME SHORT Clipper work | SHORT Ear or above | MID To jawbone | LONG Below jawbone



## BLOW DRY BAR

	Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
<b>BLOW DRY SHORT</b> 30 MINS (To jawbone)	33	40	47	53
<b>BLOW DRY LONG</b> 45 MINS (Below jawbone)	43	52	56	65
<b>HAIR UP</b>	PRICES BEGIN @ 50			
<b>WEDDING HAIR</b>	POA			



**AT ALCHEMY & I,**  
we are passionate about all  
things hair & we cannot wait  
to make your hair dreams  
come true.

## HAIR SPA TREATMENTS

### OLAPLEX IN COLOUR

25

Add Olaplex to your colour to protect your hair during your colouring service.

### OLAPLEX STAND ALONE

30

A stand-alone Olaplex Bonding Treatment in two parts, designed to strengthen the bonds within your hair, nourishing each strand from the inside out.

### ALCHEMY & I MASQUE

6

A luxurious treatment masque added at the Hair Spa to enrich your hair. (Includes a 5 minute head massage).

### KÉRASTASE FUSIO DOSE

25

A two-part treatment designed to rectify two hair concerns. This instant ritual can moisturise, nourish and care for colours, making it an ideal treatment for hair loss or damaged locks.

### VIP INDULGENCE RITUAL

60

For the most indulgent treatment Alchemy and I offers, we've teamed up with the luxurious ESPA Hair and Scalp range to clean and moisturise both your hair and scalp. We'll bathe your hair in the ESPA Scalp Clarifying Shampoo before thoroughly exfoliating the scalp to remove clogged hair follicles. This is then followed by the ESPA Hair and Scalp Mud and a 15-minute Indian Head Massage.





# L'OREAL COLOUR SPECIALISTS

Alchemy & I's L'Oréal Colour Specialists offer you unparalleled expertise and knowledge when it comes to colour. They set the standards in colour creation and formulation and can turn their hand to any request, whether it's creating a brand-new look, or correcting a colour mishap.

Having graduated with the highest level of degree education for hair colourists, our L'Oréal Colour Specialists provide a truly holistic approach to your colour transformation that no one else can. There with you throughout the whole journey, they offer the greatest attention to detail to guarantee the perfect colour to suit to every individual.

By investing in one of our L'Oréal Colour Specialists, you are investing in yourself. Not only will you walk away with hair that looks and feels beautiful; you will leave feeling confident your hair is in the very best hands.







## GLOBAL COLOURING

<b>TINT</b> (Up to 8 weeks re growth)	85
<b>TINT*</b> (Over 8 weeks re growth)	110
<b>TINT FULL HEAD SHORT</b> (Above jawline)	107
<b>TINT FULL HEAD LONG</b> (Below jawline)	145
<b>SCALP LIGHTENER AND TONE</b> VIRGIN HAIR - Prices are a starting point. On consultation.	230
<b>SCALP LIGHTENER</b> REGROWTH APPLICATION	200

## FOIL COLOURING

### LONG HAIR

BELOW JAWLINE

FULL HEAD HIGHLIGHTS	180
HALF HEAD HIGHLIGHTS	140
PARTING HIGHLIGHTS	85
PARTING AND HAIR LINE HIGHLIGHTS	105

### SHORT HAIR

ABOVE JAWLINE

FULL HEAD HIGHLIGHTS	145
HALF HEAD HIGHLIGHTS	120
PARTING HIGHLIGHTS	90
PARTING AND HAIR LINE HIGHLIGHTS	110
TONER	75

## FREEHAND TECHNIQUES

BALYAGE / OMBRE	200
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## CHEMICAL FORMING

<b>BRAZILIANA</b> (SHORT - Above jawline)	330
<b>BRAZILIANA</b> (LONG - Below jawline)	430





# COLOURING BAR



## GLOBAL COLOURING

	Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
<b>TINT</b> 30 MINS (Up to 8 weeks re growth)	65	70	75	80
<b>TINT*</b> 45 MINS (Over 8 weeks re growth)	75	80	90	100
<b>TINT FULL HEAD SHORT</b> 30 MINS (Above jawline)	94	101	103	104
<b>TINT FULL HEAD LONG</b> 45 MINS (Below jawline)	100	110	120	135
<b>COLOUR REFRESH</b> 15 MINS	15	20	25	N/A
<b>SCALP LIGHTENER AND TONE</b> VIRGIN HAIR - Prices are a starting point. On consultation.	160	180	200	220
<b>SCALP LIGHTENER</b> 45 MINS REGROWTH APPLICATION	120	140	160	180

We charge a different price for over 8 weeks as the colour has to be applied to the hair differently to create the perfect result.

We do not colour the hair of anyone under the age of 16.

Pregnancy - Please ask your stylist/colourist for the most up-to date policy for colouring hair whilst pregnant.

No colour will take place unless a mandatory skin test has been applied a minimum of 48 hours prior to your hair appointment.

A blow dry is not included in your colour service and will need to be booked with your Alchemist or our Blow Dry Bar team.

## FOIL COLOURING

### LONG HAIR

BELOW JAWLINE	Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
<b>FULL HEAD HIGHLIGHTS</b> 75 MINS	130	140	150	165
<b>HALF HEAD HIGHLIGHTS</b> 60 MINS	100	110	120	130
<b>PARTING HIGHLIGHTS</b> 30 MINS	60	65	70	80
<b>PARTING AND HAIR LINE HIGHLIGHTS</b> 45 MINS	80	85	90	95

### SHORT HAIR

ABOVE JAWLINE	Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
<b>FULL HEAD HIGHLIGHTS</b> 60 MINS	100	105	115	130
<b>HALF HEAD HIGHLIGHTS</b> 45 MINS	80	85	95	110
<b>PARTING HIGHLIGHTS</b> 30 MINS	60	65	70	75
<b>PARTING AND HAIR LINE HIGHLIGHTS</b> 30 MINS	70	80	90	100
<b>TONER</b> 15 MINS	40	50	50	60

A blow dry is not included in your colour service and will need to be booked with your Alchemist or our Blow Dry Bar team.





## FREEHAND TECHNIQUES

BALYAGE / OMBRE FROM 75 MINS

Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist	L'Oreal Colour Expert
140	155	165	180	200

Prices are a guide, price will be finalised on consultation

We advise that most freehand techniques will require a toner depending on your desired results. Should a toner be required, a surcharge of £30 will be added to your bill.

## COLOUR ADDITIVES

15 MINS

### VITAMIN C CLEANSE

25

Using the natural power of citrus to gently remove excess build up of colour and pollutants.

### MALIBU C WELLNESS HAIR REMEDY

20

We use the Malibu Wellness range to help us prepare your hair for colouring should you have a build up of external pollutants making your colour look dirty or muddy.

## CHEMICAL FORMING

**BRAZILIANA** 90 MINS  
(SHORT - Above jawline)

Alchemist	Senior Alchemist	Principal Alchemist	Creative Alchemist
230	250	270	300
300	325	360	390

**BRAZILIANA** 150 MINS  
(LONG - Below jawline)

## COLOUR CHANGE

**LIGHT TO DARK**  
on consultation only

**DARK TO LIGHT**  
on consultation only

All prices for colour change are a starting price. No colour change can be booked without a consultation and testing done with the Alchemist beforehand.

All new clients are required to have a consultation before booking any colour service.





# HAIR EXTENSIONS

Hair extensions are a subtle and natural-looking way to add depth, thickness and length to your beautiful locks.

With each of our extensions perfectly colour matched to your hair, you can enjoy thick, confident hair that's guaranteed to wow.

Our extensions service is completely bespoke to you. We will curate your custom hair journey together, matching your extensions to your hair colour and length for a bespoke fit.

With this in mind, our hair extensions are a 'Price on Consultation' service.

To book your free hair extension consultation, please call us on 01442 871184 or visit [www.alchemyandi.co.uk](http://www.alchemyandi.co.uk)





# BLOW DRY EXPERIENCE

Guaranteeing the height of luxury, our luxe hair experience combines cocktails or bubbles with a tranquil head massage, radiant shine and a style that wows.

Your experience begins as soon as you enter the salon. You'll be invited to take a seat at our indulgent blow dry bar, where you'll enjoy your first sip of bottomless bubbles or pick your favourite tippie from our extensive cocktail, wine and beer menus.

Your Alchemist will whisk you away to our tranquil Hair Spa, where you'll be treated to your choice of head massage and an instant masque to soften your locks while building lustre.

Then your transformation will begin. Whether you're looking for sleek and smooth or beach waves, your Alchemist will create the perfect style as you relax with your drink of choice.



Looking for a  
decadent experience  
with a flawless finish?

Sit back and relax  
as you enjoy our Blow  
Dry Bar Experience...

## YOUR EXPERIENCE, BESPOKE TO YOU

Our Alchemists will curate a unique journey for you and your hair. From selecting the perfect treatment for your locks to a finished style that suits you down to a tee, this is your experience to enjoy.

### CHOOSE YOUR...

#### HAIR TREATMENT

##### SERIEEXPERT Vitamino Colour

Locks in colour  
6x more shine

##### SERIEEXPERT Pro Longer

Ends-filling from 1st application  
66% split ends reduction

##### SERIEEXPERT Blondifier

80% hair breakage  
reduction & instant shine  
Smoothes cuticles

#### MASSAGE

##### ALCHEMY Massage

A relaxing and calming massage  
designed to destress.

##### PRESSURE POINT Massage

Head massage that releases  
pressure points.

##### DEEP SCALP Massage

Stress relieving massage that  
incorporates the head, neck  
and shoulders.

#### BLOW DRY

##### THE ASTROLOGER

Natural movement and  
great texture.

##### THE ARCANIA

Super-sleek, high shine  
straight blow dry.

##### THE ATHANOR

High volume and  
soft movement.

##### THE ALKAHEST

Big and bold bouncy curls.

##### THE AZOTH

High rise locks, a curly dream.

##### THE ALCHEMIST

Mixed just for you, our  
bespoke creation.

Alchemist  
Senior  
Alchemist

65

70



Join Club Alchemy today and earn points with each visit – the more you spend, the more you earn!

Gain access to exclusive discounts, rewards and surprise gifts, all redeemable within the salon.

#### ① SIGN UP

Sign up to Club Alchemy for free either in the salon or via the Alchemy & I app.

#### ② START EARNING

Earn points with every visit using your digital membership card.

You'll join Club Alchemy as a **JADE member**, where you'll earn 1 point for every £1 spent.

Remember to keep an eye out on your app for special perks and discount days.

#### ③ START REDEEMING

Once you hit **1,000 points**, you'll become a **SAPPHIRE member** and can start redeeming your points.

#### ④ INCREASE YOUR STATUS

Continue to earn and move up to + **RUBY status** when you reach **4,000 points**. Benefit from **double point days** and **2% off every bill**.

#### LET YOUR HAIR DOWN

All that's left to do is enjoy. Simply show your Club Alchemy reward to redeem or flash your card at checkout for money off your bill.

#### ⑥ SHARE THE LOVE

Earn extra points by referring your friends to Club Alchemy or leaving a **Facebook** or **Google review** after your appointment.

#### ⑤ REACH THE TOP

**DIAMOND status** will be awarded once you get to **8,000 points**. Enjoy even more benefits, including **5% off every bill**.

## GIFT VOUCHERS AVAILABLE

Visit the salon, call us on 01442 871184 or visit us online to purchase.  
[www.alchemyandi.co.uk](http://www.alchemyandi.co.uk)



## AWARDS

### BRITISH HAIRDRESSING BUSINESS AWARDS

#### FINALIST

Customer Service Award  
2020 & 2021

Independent Salon Business Newcomer  
2020

Salon Design Award  
2020 & 2021

Salon of the Year  
2021

#### WINNER

Sean Butt: Manager of the Year  
2020

Independent Salon Business Newcomer  
2021

### MOST WANTED

#### FINALIST

New Salon of the Year  
2021





# SALON ETTIQUETTE

## CHILDREN

We have created a salon environment to give you and other clients a relaxing time! Because of this, we have a NO CHILDREN policy for those under the age of 16. This strict policy is not just for our health & safety or regulation purposes, but it also gives our clients peace to relax.

## PETS

As with our children policy, we also have a NO PETS policy. This excludes service dogs.

## PHONES

During your visit, we request that you keep your phone on silent/vibrate. If you need to use your mobile phone, please use a quiet voice to ensure other guests have a relaxing experience. As it is a place for relaxation and tranquillity, we ask that you do not use your phone in our Hair Spa.

## SPA ACCESS

Access to salon facilities and Cecily Spa is exclusively reserved for guests with an appointment for treatments.

## CANCELLATION POLICY

A 50% charge will be incurred for any treatment not cancelled at least 48 hours prior to your scheduled time. Late arrival will shorten your appointment time.

## PRICES

All prices quoted are subject to change at any time, depending on the length/thickness of your hair (this will be discussed before your service begins). Gratuities are not included and are welcomed at your discretion.