



MEN'S HAIR COLOR · GREY BLENDING · COLOR SPECIALIST

Men's Color Is Growing Fast. Be the Name They Find First.

Men's grooming is the fastest-growing personal care segment. Low competition in word-of-mouth. uFire gets you there first.

ufire.ai - Provo, UT Launch - 2026



THE PROBLEM

Why Men's Color Specialists Stay Hidden in Plain Sight

- X Men don't search for color specialists — they ask friends** — Most men who want to try color don't know where to start. They ask their barber or a friend who's done it. If you're not in that conversation, you don't exist.
- X Low marketing competition means huge first-mover opportunity** — Most salons don't market men's color specifically. The first colorist to build local word-of-mouth captures the entire growing market.
- X First-timer hesitation kills potential bookings** — I want to try it but I'm not sure is the most common mindset. Seeing real men's color results from someone they follow is the #1 conversion trigger.



THE SOLUTION

uFire **Changes Everything**

We activate local ambassadors - real community members with 250-10K followers - to authentically share your business with their network.

1

Match you with men's grooming ambassadors

We find men in Provo who post about grooming, fitness, and lifestyle — perfect first-mover ambassadors for men's color content.

2

They come in, get colored, post the transformation

I finally did it content from real men drives massive curiosity. Grey blending transformations are among the most watched men's grooming content formats.

3

Their followers become your first men's color clients

Men who see another man's natural-looking color result and feel it's relatable are pre-sold before they even call.



THE ROI

The Math Is Simple

\$900+

Annual LTV per men's color client (quarterly visits)

\$300-\$2K

Typical monthly marketing budget for specialty services

32%

YOY growth in men's personal care spending

A 10-post uFire campaign costs \$400-\$800. Converting 6 men to quarterly color clients at \$150/session generates \$3,600/year — a 4-9x return, plus you own a rapidly growing niche.



GET STARTED

Ready to Own Men's Color in the Provo Market?

- X v Pilot Package: 10 posts over 30 days. Track new inquiries. Zero long-term risk.
- X v Content formats: Grey blending transformations, first-time color posts, natural result close-ups — content that normalizes men's color for skeptical potential clients.
- X v First-mover advantage: Low competition in this niche means early ambassadors become the dominant local voice for men's color services.

ufire.ai/brands/mens-hair-color

Provo, UT - 2026 Launch - Limited Brand Spots Available