

Madison Reed

Madison Reed is an American hair color company founded by Amy Errett in 2013. The company is female-founded and female-led, with a focus on offering products that support personal expression and self-confidence. Its branding and messaging emphasize empowering customers to look and feel their best through accessible, salon-quality hair color solutions and the power of choice to color their hair where and how they want.

Madison Reed offers prestige salon hair color, made in Italy, free from harsh ingredients including ammonia, PPD, resorcinol, parabens, phthalates, gluten, SLS, and titanium dioxide. Their products are available online and in wholesale retailers, such as Ulta and Walmart, for customers to color their hair at home. Madison Reed also has 95+ Hair Color Bars across the United States, where customers can get their hair colored by a professional colorist using Madison Reed hair color.

History

2013: Founding and Leadership

Madison Reed was founded in 2013 by Amy Errett, a former venture capitalist with degrees from the University of Connecticut and The Wharton School at the University of Pennsylvania. Since its founding, Madison Reed has received numerous awards for Errett's leadership and innovation.

In 2017, Errett was named to *Forbes'* 40 Women to Watch Over 40, recognized for "bringing innovation to a billion-dollar industry that hasn't seen real change in 50 years" [link](#). In 2018, she was featured on *Inc.*'s Female Founders 100 list and named one of the Most Influential Women in Bay Area Business by *San Francisco Business Times* [link](#) [link](#).

In 2019, she received the Wharton Entrepreneurship Alumni Achievement Award [link](#), was named one of the Most Admired CEOs [link](#), and was honored at the Female Founder Awards [link](#). As an LGBTQ+ founder, Errett has also appeared on *Fast Company's* Queer 50 list annually from 2020 to 2024 [link](#). Additional honors include the *Forbes* 50 Over 50 in 2021 and the *EY* Entrepreneur Of The Year® Bay Area Award in 2022 [link](#). Madison Reed itself was named one of *Fast Company's* Most Innovative Companies in 2021 and one of *Newsweek's* Most Loved Workplaces in 2022, praised for its commitment to diversity and inclusion [link](#). Errett and the brand have also been acknowledged for their commitment to their over 1000 colorists - providing a competitive salary, medical benefits, and growth opportunities to their Hair Color Bar stylists. [link](#).

2020: Covid Growth

In 2020, Madison Reed's revenue more than doubled as the COVID-19 pandemic led to salon closures worldwide. During the pandemic, the brand hosted virtual "Hair Color House Parties" via Zoom, where professional colorists guided customers through the at-home hair-coloring process— with events often garnering more than 175 participants ([link](#)). At the peak of the pandemic, customers were purchasing Madison Reed hair color every 5 seconds ([link](#)). Since 2020, Madison Reed's Hair Color Bar presence has grown 7x with 95+ Hair Color Bars in the US ([link](#)).

Products:

Madison Reed is known for their at-home color kits, which allow customers to access the same salon-quality hair color that is used in Madison Reed Hair Color Bars, at home. Their hair color formulas are made in Italy and dermatologist-tested. In addition to hair color kits, Madison Reed produces shampoo, conditioner, and treatments to help protect color and promote hair health [link](#).

Madison Reed's primary hair color products are their Radiant Hair Color Kit (permanent color for gray coverage), Root Perfection Touch Up Kit (a permanent 10-minute root solution), ColorWonder (a demi-permanent line available in natural and vibrant shades), and The Great Cover Up (an instant root touch-up powder, and three-time recipient of the Allure Best of Beauty Award) [link](#), [link](#), [link](#), [link](#).

In addition to at-home products, Madison Reed has 95+ Hair Color Bars nationwide which provide services like root touch-ups and all-over hair color. Locations include Atlanta, Dallas, Los Angeles, Orange County, Sacramento, Baltimore, Denver, Miami, Philadelphia, San Diego, Tampa, Washington DC, Boston, Detroit, New Jersey, Phoenix, San Francisco, Chicago, Houston, New York City, Portland, and Seattle [link](#).

Ingredients

Madison Reed's ingredients are critical to their mission of providing higher-quality hair color products. The company uses ingredients such as argan oil, ginseng root extract, and keratin in its products. The company is also *Leaping Bunny* certified, the internationally recognized gold standard for cruelty-free beauty [link](#). According to *Leaping Bunny's* website, the certification ensures that no animal testing is used at any stage of product development, from raw material suppliers to formula manufacturers [link](#).

In addition to its *Leaping Bunny* certification, Madison Reed products are Smart 8-Free. The following eight ingredients are never used in Madison Reed products:

1. Ammonia: has a pungent odor and is a common skin, eye, throat, and lung irritant [link](#).

2. Para-phenylenediamine (PPD): a common allergen and skin sensitizer [link](#).
3. Resorcinol: a skin sensitizer [link](#)
4. Parabens: a potential harmful agent to the endocrine system ([link](#))
5. Phthalates: a potential harmful agent to reproductive hormones [link](#)
6. Gluten: a common allergen [link](#)
7. Sodium Lauryl Sulfate (SLS): a skin irritant if left on the skin for extended periods of time, such as in the case of hair dye [link](#)
8. Titanium Dioxide: a mineral potentially linked to cancer, allergies, immunotoxicity, and organ system toxicity ([links](#))

Reception and Impact

Since its founding in 2013, Madison Reed products have received numerous awards. It is an eight-time winner of the *Allure* Best of Beauty Award [link](#) [link](#) and in 2018 it was named one of *Trendhunter's* "Top 100 Business Ideas" ([link](#)). In 2023, the company won *Allure's* Best of Beauty for Best Root Coverage Powder [link](#) and *Elle Magazine's* Best Natural At-Home Hair Color Dyes [link](#). In 2024, Madison Reed received *Allure's* Best Balayage Highlighting Kit for the Madison Reed Light Works At-Home Balayage Highlighting Kit [link](#), and won best overall "Natural Hair Dyes" from *Women's Health Magazine* [link](#). In 2025, Madison Reed won the *BeautyMatter* Award for Best Product Launch Campaign for the ColorWonder Demi-Permanent Hair Color [link](#), and the Cosmopolitan Holy Grail Beauty Award for their Radiant Hair Color Kit [link](#).

Partnerships

In August 2024, Madison Reed announced a new collaboration with the University of Connecticut Women's Basketball Team, naming Paige Bueckers and Azzi Fudd as Brand Ambassadors and Impact Advisors, with Ice Brady and Morgan Cheli also a part of Team ColorWonder. The campaign – rooted in Errett's UConn ties and commitment to creating opportunities for women to thrive – provides equity stakes, franchising opportunities, internships, and mentorship through this partnership [link](#). It was also the first time a female-founded, grad-founded brand has received court naming rights at UConn [link](#).

Later that year, Madison Reed and Paige Bueckers launched *UConnic Blonde*, the first signature hair color shade co-created with a female athlete [link](#).

In July 2025, Madison Reed announced year two of their partnership with the UConn Women's Basketball Team, adding KK Arnold to the Team ColorWonder roster, joining Ice Brady, Azzi Fudd, and Morgan Cheli [link](#). Paige Bueckers continues to work with Madison Reed while playing for the WNBA team, the Dallas Wings [link](#).