



Preserving your Color

So, you've just gotten a colour done that you love. You've spent the time and money to have it look great, so you want to preserve that for as long as possible. You can't prevent your roots from growing in, but you can definitely control how much fading, discoloration and dryness occurs between appointments. The following tips apply to all colours:

1. Choose a professional quality, color safe shampoo and conditioner. Regular and lesser quality products can build up on the hair or strip your color.
2. Don't over-shampoo. The more you shampoo, the more fading occurs, just like when you wash your clothes. You can occasionally skip a day of shampoo and just rinse and condition your hair. Your hair will actually be clean.
3. Heat fades colour. Use water that is not too hot -- heat opens up the cuticle of the hair and releases colour. Easy on the hot implements. You can fade colour by using hot blow dryers or curling irons. On top of that, you can dry the hair out and it will look dry and dull.
4. Avoid the sun. Sun will bleach the hair out and make it look faded and dull. Wear a hat if you can.

/.....2

Preserving your Color, page 2

5. Use a build-up removing shampoo to prevent hair product, chlorine, and other elements from building up on the hair. Depending on where you live, the water can contain chemicals and metal elements that attach themselves to the hair and are difficult to remove. This can change the tone of your hair colour -- if there is copper in the water, it will drab the colour or, with blondes, will appear on the hair as a green hue. Use sparingly though as overuse can fade color.

6. Get an in-salon build-up removing treatment. Your salon should have a professional product that does heavy-duty removal. It removes more than the shampoos do. You can do this every month or two, and before a colour application.

7. Your color result is affected by what has been done to your hair previously. How often you change your haircolor will affect the depth, tone, shine and uniformity of the color.

Light reflects differently on each hair type, and our perception of colour has to do with light reflection. It may be difficult to obtain a rich, glossy red, for example, on frizzy hair. Your hair type is definitely a factor in how the colour looks in the end, so keeping it as healthy as possible is recommended for the best colour tones. The key is to be reasonable with what you expect and also to help your hairstylist out by taking care of your hair before and after you have it coloured. You're worth it!