



BALĪ LOFT

HAIR CARE GUIDE

CHEERS, YOU HAVE BEAUTIFUL HAIR!
NOW IT'S TIME TO GIVE YOU ALL THE TOOLS
YOU NEED TO KEEP THOSE LOOKS ROCKIN'

YOUR FRESH
NEW COLOR:

WAIT 48 HOURS BEFORE WASHING. HERE'S WHY! OXIDATION HAPPENS WHEN THE COLOR PIGMENTS SECURE TO THE HAIR STRANDS DURING THIS TIME PERIOD. IF YOU WASH YOUR HAIR BEFORE THE 48 HOURS, THIS CAN CAUSE YOUR NEW COLOR TO FADE EXTREMELY FAST.

THE LIGHTENING
PROCESS:

LIGHTENER IS APPLIED TO YOUR HAIR TO REMOVE COLOR PIGMENT. HAIR IS MADE UP OF 80% KERATIN PROTEIN, WHICH IS NATURALLY YELLOW. THE COLOR PIGMENTS IN YOUR HAIR RANGE FROM RED, ORANGE, YELLOW, AND PALE YELLOW. THE DARKER YOUR NATURAL HAIR COLOR, THE MORE PIGMENT YOU HAVE TO WORK THROUGH [BEGINNING AT RED]. WHEN LIGHTENER IS APPLIED, WE ARE REMOVING UNDERTONES LAYER BY LAYER. EACH LAYER VARIES IN THICKNESS FROM PERSON TO PERSON, WHICH IS WHY A TECHNIQUE SUCH AS BALAYAGE - A GENTLE LIGHTENING APPROACH TYPICALLY TAKES MULTIPLE SESSIONS. THIS IS WHERE A GLOSS COMES INTO PLAY, OR *THE CHERRY ON TOP!*

THE GLOSS
BREAKDOWN:

A GLOSS IS A DEMI-PERMANENT HAIR COLOR THAT IS ADDED TO YOUR HAIR AFTER WE HAVE LIGHTENED IT TO YOUR DESIRED LEVEL. GLOSSES ARE DESIGNED TO CANCEL OUT ANY UNWANTED PIGMENTS THAT NATURALLY SURFACE DURING THE LIGHTENING PROCESS. WHEN YOUR HAIR IS GLOSSED, THIS COLOR LASTS ANYWHERE FROM 6-12 SHAMPOOS. WE ADVISE YOU SHAMPOO YOUR HAIR ONLY 2-3 TIMES A WEEK, TO ENSURE PROPER NATURAL OIL PRODUCTION AND OVERALL LONGEVITY OF YOUR COLOR. WE ALSO RECOMMEND MAINTENANCE GLOSSES EVERY 6-8 WEEKS TO KEEP THOSE UNWANTED TONES AT BAY AND KEEP YOUR HAIR LOOKIN' POST SALON FRESH!

SUN
EXPOSURE:

PROTECTING YOUR SKIN FROM THE SUN IS JUST AS IMPORTANT AS PROTECTING YOUR HAIR! SUNSCREEN FOR YOUR HAIR?? YES! MANY OF THE PRODUCTS OFFERED TO YOU BY THE BALI LOFT HAVE BUILT IN UVB, UVA PROTECTANTS IN THEM TO KEEP YOUR HAIR AND NEW COLOR PROTECTED!

HARD
WATER:

WHAT EXACTLY IS HARD WATER? HARD WATER IS WATER THAT HAS A HIGH MINERAL CONTENT, AND A SURPLUS OF THESE MINERAL CONTENTS CAN CAUSE EXTREME COLOR FADING, BUILD-UP ON YOUR SCALP, HAIR DRYNESS AND DAMAGE.

HOW TO
FIX IT:

1. INSTALL A SHOWER HEAD WITH A BUILT IN FILTER TO KEEP THOSE MINERALS AWAY FROM YOUR HAIR!
2. USE A CLARIFYING SHAMPOO ONCE A WEEK, A GENTLE AND NATURAL SURFACTANT SYSTEM THAT REMOVES BUILD-UP, MINERAL CONTENTS AND OTHER ENVIRONMENTAL POLLUTANTS. PLANT EXTRACTS RESTORE NATURAL HEALTH AND SHINE, ALL WHILE IT HYDRATES, DETANGLES AND SMOOTHES FLYAWAYS.
3. USE THE PRODUCTS WE RECOMMEND! THE BALI LOFT TAKES PRIDE IN THE PRODUCTS WE OFFER AND SUGGEST OUR GUESTS, THERE IS NO PRODUCT ON OUR SHELVES THAT WE DON'T FULLY STAND BEHIND - YOU HAVE OUR WORD.

WRONG
SHAMPOO:

SHAMPOO WILL EITHER SAVE YOUR COLOR OR KILL IT, REAL QUICK. SOME INGREDIENTS TO AVOID FROM ARE SODIUM LAUREATE SULFATE AND SODIUM LAUREL SULFATE. THESE INGREDIENTS ARE ADDED TO SHAMPOOS BECAUSE THEY ARE CHEAP FOAMING AGENTS THAT CREATE THE ILLUSION THAT YOUR HAIR IS GETTING A DEEPER CLEAN AND LINKED TO DIRECT DAMAGE TO THE HAIR FOLLICLE AND SOME IRRITATION, AND WORSE - THEY WILL STRIP YOUR COLOR ALMOST INSTANTLY. SO WHETHER YOU HAVE DAMAGED, FRIZZY OR BLONDE HAIR - WE HAVE THE SHAMPOO FOR YOU!

THE BALI LOFT IS HERE TO HELP YOU FIND THE BEST SHAMPOO, CONDITIONER AND STYLING PRODUCT COMBINATION THAT BEST SUITS THE NEEDS OF YOUR HAIR. OUR MANTRA IS: SHAMPOO FOR WHAT YOU HAVE, CONDITION FOR WHAT YOU WANT, AND STYLE FOR WHAT YOU NEED.

THANK YOU FOR BEING A VALUED GUEST IN OUR HAPPY HAIR HAVEN!

✂ YOUR BALI BABES