



**Color treated hair requires special attention to remain beautiful, vibrant, and healthy. Follow these tips to protect your investment and maximize the life of your new color.**

**WASHING:** It is not recommended to wash your hair within the first 48 hours. The longer you can wait before the first wash, the better. When you do wash, lukewarm water and sulfate free shampoo are recommended. Hot water causes more color bleeding and fading with each wash.

**POROSITY:** The porosity of your hair will directly affect how long your color lasts. Think of your hair as a sponge - a dry sponge (porous hair) will soak up a lot of water (color) very quickly. However, when you wring it out (washing the hair) it will release the water (color) quickly. Hair that has been processed with lightener, high-lift color, perms, etc. will fade faster and require more frequent touch ups than virgin hair.

**HEAT:** Can compromise your hair and fade color. Keep the temperature on hot tools at 350 or less, use tools with a temperature gauge, and choose tools made of tourmaline or titanium as they heat more evenly and glide over the hair more smoothly than ceramic plated tools. Use a heat protectant every time to minimize the damage and reduce fading.

**SUN/TANNING BEDS:** UV rays can further damage hair and fade color. Use UV protectant styling products when possible, but ideally avoid prolonged exposure and/or keep hair covered with a hat, bandana, cap, etc.

**SWIMMING:** If you go in pools, lakes, oceans, or hot tubs, try to keep your hair out of the water with a braid, ponytail, hat, swim cap, etc. If you cannot, first set your hair with clean water and a leave-in conditioner to fill your strands so they can't absorb as much of the 'bad' water. Chemicals, salts, etc. can damage the hair and strip and/or change color.

Recommended maintenance:

4 weeks      6 weeks      8 weeks      12 weeks

Product Recommendations For You

Shampoo/Conditioner:

Heat Protectant:

Styling Products: