



KEEP IT FRESH!

Vivid Color Aftercare

A guide from Rebel Hair on how to keep your vivid color fresh



1. Use color safe hair products, this includes shampoo, conditioner, leave-in conditioners, hairsprays, etc. My go to is Amika, which you can order on my website for curbside pickup. rebelhairmadison.com/products
2. Wash your hair in cold water. Hot water opens the hair cuticle which is where your color lives. Cold water keeps the cuticle closed. Science!
3. Don't use heat above 350°F when styling hair.
4. Only wash your hair once a week. This seems like a long time to wait to wash for some people. If you're a once every day washer right now, slowly work your way up to once a week.
5. Don't get chlorine in your hair. If you're going to a pool, use a swim cap or tie it up so that it doesn't get wet.
6. Keep your hair out of the sun. The sun can fade vivid color.

Embrace the fade! I wouldn't expect you to follow all the suggestions above perfectly. Semi-permanent vivid colors will fade out. So be ready for it and make sure to schedule your followup appointment right after I color your hair. That way we can keep it fresh.