

HAIR CARE GUIDELINES

Semi-permanent hair colors can last between 1 - 40 washes depending on the chosen colors, the integrity of your hair, your water at home, and your own aftercare. Average guidelines for lasting color are as follows: Pastels up to 15 washes, Neons up to 25 washes, Vibrants up to 40 washes.

**WASHING**: It is recommended to wait at least 48 hours before shampooing your hair after a color service. Make sure you are using a good Sulfate-Free shampoo. I recommend *Alkali Extend Shampoo.*

Because you have colored and bleached your hair, adding back protein and moisture into your hair is necessary, because even though you have been professionally colored with the best products, lifting hair requires the breaking of hair bonds, so you need a good conditioner to keep your hair in the best shape. A leave-in conditioner is also beneficial to add some extra conditioning properties, as well as help detangle. I recommend A*lkali 4Play* or *Unicorn Milk*.

**DRY SHAMPOO:** Washing your hair as minimally as possible will allow your color to last longer. My recommendations for avoiding oily hair between washes are *Alkali Fresh.*

**HEAT**: Can literally fry your hair and pull out your colors. Try to keep hot tools at 350 degrees or less, use tools with a temperature gauge, and choose tools made of metals such as titanium or tourmaline instead of ceramic - they heat more evenly and glide smoothly over strands. YOU NEED A HEAT PROTECTANT! I recommend *Alkali 4play.* If you are in the sun, or using a tanning bed, you will need the use the heat protectant to avoid the UV rays fading your color as well.

**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 are unable to do that, first wet it 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. These minerals are more likely to affect processed hair and can only be removed by Professional Chelating Treatments.

Custom Recommendation for your Hair:

