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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 or a cleansing conditioner are recommended. Hot water causes more color bleeding and fading with each wash. Some sulfate free shampoos may contain cleansers that are a 'cousin' of sulfate and still very harsh; when in doubt ask me about the ingredients of your products.

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 suck 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 literally fry 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.

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.

PERMANENT VS. DEMI-PERMANENT COLOR: I may have used one or both on you today, and understanding the properties of both is important. There is a misconception that permanent color means the color will stay on your hair forever. This is untrue; permanent color is named as such because it has the ability to permanently shift the base of your natural hair - meaning I can take natural light brown hair to a dark blonde using permanent color. As the tonality fades, that hair will not go back to light brown because it was permanently altered. Permanent colors lift AND deposit, and generally use higher volumes of peroxide.

Demi-permanent color does not have the ability to lift or lighten - it can only tone on level or go darker and is generally used with very low volumes of peroxide. It's more gentle on the hair, and has increased deposit because it has no lift. Many times it is the better choice and the deposited tones will last even longer than if a permanent color was used.

Product Recommendations For You:
