

AFTER COLOR CARE

The Colour Bar Hair Doll's Guide to Color - What, Why and How To!

What is INOA Permanent Hair Color? Gentle Vegan & Ammonia-Free Permanent Hair Color With No Odor Providing 100% Grey Coverage!

Benefits:

- Vegan Formula & More Eco Friendly
- Ammonia Free = Odor Free & Gentle
- 100% Grey Coverage
- Incredible Shine & Hydration For Visibly Healthier Hair
- Uncompromised Scalp Comfort
- 50% More Shine
- Patented ODS Technology Oil Based Color

You Got An Inoa Color Service...Now What? Wait 48 hours before washing. Oxidation happens & pigments secure to the hair strand. Washing before 48 hours can cause your new color to fade extremely fast.

Balayage Babes...What's Happening Inside Your Hair? Hair is made up of 90% Keratin protein, which is naturally yellow. The color pigments in your hair range from red, orange, yellow & pale yellow. The darker your natural hair color, the more warm pigment has to be removed, starting with Red. Lightener removes those undertones layer by layer. Since everyone's hair varies in color, thickness and health, French Balayage - a gentle & controlled lightening technique - may take multiple sessions. This is what makes the photo gloss so important in bringing your hair goals to life!

Photo Gloss...What is it & Why do I need It? A photo gloss is a Demi-permanent hair color used to neutralize unwanted tones, bring lightened hair to your desired level and meld everything together into a beautiful, natural look! Demi-permanent color lasts anywhere from 6 to 8 weeks before it expires. Your hair wash schedule should be modified to how quickly your hair becomes oily. This is why we recommend a photo gloss every 6-8 weeks to keep your strands shiny and on tone!

Semi-Permanent Hair Color: Semi-Permanent color contains no ammonia and lays on top of the hair shaft, lasting anywhere from 4-12 shampoos. Since it is not a permanent color, it can fade fast. Keep that beautiful color by washing with ONLY cold water! When it's time for a change, encourage the release of pigment by washing with warm water and clarifying shampoo!

Why are you still experiencing color fading?

SUN EXPOSURE Use a Thermique before exposing your beautiful new hair to the sun! This will protect your hair from excess heat! Also, wear a hat! Just like fabric fades in the sun, the color pigments fade from prolonged exposure!

HARD WATER Long Island is notorious for its hard water! Which is - you guessed it - hard on your skin and hair! Hard water is water with a high mineral content. High mineral content can cause hair color fading, build up in your hair and on your scalp, and dehydration!

Here's how to fix it:

1. Install a shower head with a filter to remove the minerals from the water you wash with!
2. Detox your hair once a week. Your stylist can recommend the best way for you!
3. Use a hair mask! Its moisture rich formula will restore the hair and make you feel pampered, just like you walked out of the salon!

USING THE WRONG SHAMPOO The wrong one can really shorten the lifespan of your beautiful color! Stick to the color safe hair care regimens your stylist prescribes during your salon services! Key ingredients to avoid are sulfates and sodiums which are notorious for stripping the color from the hair!

Keep in mind, Colour Bar Hair carries the two most luxurious hair care brands, Kerastase and Shu Uemura. Your and your stylist can find the regimen that is right for keeping your hair just as beautiful as the day we did it for you!