

TAKING CARE OF BLONDE HAIR

So you've decided to go blonde... or you are just perfectly natural with it. Having blonde hair does take a bit of maintenance especially in a hot climate. Here are a few tips on how to keep your locks brilliantly blonde

Choosing the right Shampoo...

The right shampoo is crucial for keeping your colour vibrant. We recommend a purple toning shampoo. These are specifically designed for blonde / highlighted hair to boost cool tones, reduce brassy tones and deliver optimum shine.



Protection Protection Protection!

Blonde hair is already dried out to begin with so make sure you protect your hair when styling. Try and use your hair dryer on a cooler setting, this will also help to boost shine.



When out in the sun always protect your hair with a UV protection spray as harmful UV rays can change the colour and dry out your hair, products such as Dumb Blonde Toning Protection Spray should be your hair's best friend! It protects the hair during heat styling, protects hair from breakage by improving detangling, protects hair from split ends and aids in toning with its violet toning pigments.

Also before going into a pool, use bottled water to get your hair wet. If your hair is already soaking wet when you go into a pool it won't soak up the chlorine in the water which is what turns blonde hair green! Saturate in leave in

Deep treat...

Nourishment is key to having strong healthy hair. Once a week use a deep conditioning treatment such as Goldwell's Dualsenses blondes & highlights 60 sec treatment. It is an innovative treatment that restores colour, vitality and leaves your locks super silky and visibly brighter and healthier.

Trust your colourist...

If you're heading to the salon for highlights every 6-8 weeks your colourist should ONLY be applying bleach to your roots, not your ends! The ends are already bleached and can melt if too much bleach is used to frequently.

Going blonde will take time, especially if you naturally have dark brunette hair. Don't expect to change to platinum in one go. We recommend you gradually get lighter over the space of a few months. This will encourage much healthier hair and better results in the long run.

