



THE ULTIMATE GUIDE TO HEALTHY AND AWESOME COLOURED HAIR



WE LOVE COLOURED HAIR

Want to keep that fresh new colour looking gorgeous for longer? Coloured hair requires different care than other hair, so make sure you've got a routine down to keep it looking awesome until your next salon appointment.

Here at Live True, we're colour experts. We love coloured hair, whether that's a natural sunkissed blonde balayage or a bold all-over bright pink! However, we know that coloured hair requires a little extra TLC to keep it looking in tip top condition. If you're new to colouring your hair or want to brush up on your knowledge, this handy guide will give you everything you need to know.



WHY DO WE NEED TO LOOK AFTER COLOURED HAIR DIFFERENTLY

Colouring your hair is a chemical process that can damage your hair, especially if you colour it regularly or process it to be very light.

Investing in your hair care routine and curating products specifically for coloured hair will limit damage, keep your hair looking healthy and allow you to keep colouring!

Toners and dyes can also fade, lighten or oxidise over time, especially shades like red and cool blonde. Using products to counter this will keep your colour looking salon-fresh for longer.



YOUR HAIR CARE ROUTINE

So, you've got home from the salon with your gorgeous new 'do, and need to step up your hair routine to keep it looking fresh. Here's where to start:

WASH YOUR HAIR LESS FREQUENTLY

Now is the time to embrace dry shampoo! Even rinsing your hair can strip the colour and lead it to looking faded or brassy much more quickly, so try to cut back on washing your hair. We also recommend using a shower cap to protect dry hair from the humidity of the shower, as this can also cause colour fade.



USE LUKEWARM WATER

It can be tempting to hop in a hot shower on a cold day, but when it comes to washing your hair, make sure to lower the temperature! Too much heat can lead to damage and fade.



USE COLOUR PROTECTANT SHAMPOO AND CONDITIONER

Good, salon-grade shampoo and conditioner that is specifically formulated to protect coloured hair is worth investing in to keep your hair looking awesome. We love [Redken Colour Extend Magnetics Shampoo](#) and [Conditioner](#) - this sulphate-free formula will help fight fade whilst keeping your hair feeling clean, soft and healthy.



CONDITION, CONDITION, CONDITION

Don't skip conditioner! Your hair will be more fragile after colouring and keeping it conditioned will help strengthen it.



STOCK UP ON HAIR MASKS

High quality, hydrating and replenishing hair masks are a must for chemically treated hair. Doing a weekly hair treatment will keep your hair strong, healthy, and ready for your next appointment! We love the Olaplex range, as well as Redken Reflection Masque Chromatique, formulated specifically to combat colour fade whilst nourishing the hair, available for both [thick](#) and [fine](#) hair.



AIR DRY

Try and let your hair air dry where possible and avoid heat styling to limit heat damage.





PRODUCTS TO USE

There are plenty of extra products out there that you can use to help you keep your hair looking fabulous!

Here are some that we recommend using alongside a colour protectant shampoo and conditioner.



UV FILTERS

Just like your skin, your hair also needs protecting from the sun! UV rays can break down the colour in your hair, so ensure you have UV Protection spray or treatment ready for your next summer holiday.

HEAT PROTECTION

Using a heat protectant before heat styling or blow drying is even more important for coloured hair, as the hair is weakened from chemical treatment and more prone to damage! We love [Kerastase Elixir Ultime L'Huile Rose for Coloured Hair](#), as it works as both a heat protectant as well as providing frizz control, shine and colour protection.



OLAPLEX

Olaplex's patented formula is perfect for hair that has suffered chemical damage, with both in-salon and take-home products. It works by restoring the bonds in your hair that are damaged from colouring, perfecting your hair from the inside out. Add [Olaplex](#) to your in-salon treatment to help restore weakened hair. We love [Olaplex No.3](#) hair mask to restore chemically damaged hair and [Olaplex No.0](#) as a hair primer.





KEEP ON TOP OF YOUR SALON APPOINTMENTS

Although a lot of hair maintenance takes place at home, don't skimp out on your salon appointments. Coming in every 4-6 weeks for a trim and a toner refresh will keep your colour looking its best and your hair looking fresh.



TONERS & TREATMENTS

We recommend getting a toner refresh every 4-6 weeks or sooner if you wash your hair more frequently or notice any dryness. Toner is a non-damaging colour depositing treatment that moisturises the hair as well as correcting the colour, leaving your hair looking and feeling healthier.

Our expert stylists also recommend adding on an [Olaplex treatment](#) to help keep your hair looking its best, and we also have a range of [Redken and Pureology treatments available](#).



OTHER DO'S AND DON'TS

Don't: Double process. We don't recommend using more than one chemical treatment at a time, so if you're looking for a perm or hair relaxing service, it's best to do this on your natural hair to avoid excess chemical damage.

Don't: Spend too much time in the pool: Chlorine can cause all sorts of havoc on coloured hair! Yes, it can turn blonde hair green if you're not careful, but it can also leave your hair dry and brittle. If you want to go for a dip, try coating your hair in coconut oil to create a barrier between your hair and the chlorine and washing your hair straight after the pool.

Don't: Overuse clarifying shampoos: Clarifying shampoos are designed to strip away deposits on the hair, so using it too frequently will wash out your colour. Leave the clarifying treatments until right before your next trip to the salon.

Do: Eat right. Your diet can affect the health of your hair, so make sure you're getting a balanced diet with plenty of iron, zinc, omega-3 and B-vitamins.

