

Fashion Color Guidelines



- 1)** Expect 3-6+ Hours depending on the starting and desired end result. Some colors may take multiple sessions depending on the starting point, and desired results.
- 2)** Price will vary depending on the amount of time/product needed as well as the difficulty level of the desired result.
- 3)** The color intensities are some of the leading fashion colors, however, like with all semi-permanent colors they will fade. You can expect around 15 washes before you will need to get another color glaze over it.
- 4)** The color intensities (as well as other direct dyes) do require the hair to be a shade of blonde before applying. Each individual color requires a different level of lightness. If the hair is already light enough, it may not require pre-lightening.
- 5)** For maximum results you will be put under heat for 20-30 mins (possibly longer). For a more temporary effect, no heat is necessary. You can expect closer to 5-10 washes with no pre-lightening/ no heat source.
- 6)** We as the stylist will use our very best judgment with how much lightening your hair can handle. As always, there can be reactions to anything put on your hair prior to lightening, and damage may occur. It is VERY important you are honest with your stylist to ensure we keep the best integrity of your hair. If during the lightening process your stylist feels we cannot keep the integrity of your hair while achieving the desired color, they do reserve the right to offer you other options. The stylist may even recommend breaking up the process into multiple services.
- 7)** At home care is VERY important. For the best result it is recommended to wash no more often than every other day. The less often you wash it will increase the longevity of your color.
- 8)** When you do wash the hair, you should be using a color safe shampoo and conditioner. Using hot water will make the color wash out more quickly. If you can stand the cooler water your color will last longer. The heat from any hot tools (blow dryer, flat iron, curling iron, wand, etc) can actually burn the color molecule from your hair. Using the least amount of heat (and lowest heat setting) will help maintain your color and hair health!
- 9)** The first few days (even weeks) you can experience some of the hair color still rinsing out while shampooing. This can also happen when sweating or the hair becoming wet. It is not recommended to use light colored towels or clothing until this stage has passed. The dyes within the hair color could stain the fabric.
- 10)** If by any chance there is an issue concerning your hair color, contact your stylist within the first week. At this point we can work with you to correct it.
- 11)** Before scheduling please stop in for a consultation with the stylist, or let your stylist know what you are thinking.
- 12)** We do not always have all colors in stock. Please check with your stylist prior to scheduling. We try to keep them all in stock, but do have limited quantities.