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INSTUDIO

## True Hue

Help your clients maintain their haircolor between salon visits with color-enhancing haircare products. —Nancy Lee

### BOMBSHELL BLONDES

The most common issues blonde clients face in maintaining their haircolor are fading, dullness and the appearance of white or brassy tones, according to Brad Johns, color director of Elizabeth Arden Red Door Spa. "Color shampoos and conditioners prevent color from leaking and also impart some gold and brightness into the hair," Johns says. 1. **Redken**

Blonde Glam Rich Vanilla Color Enhancer deposits color-enhancing pigments to the hair. 2. **Paul Mitchell** Platinum Blonde Shampoo corrects yellow tones while hydrating the hair. 3. **Scruples'** new Platinum Shine Brightening Shampoo contains a violet colorant to neutralize yellow tones and brighten hair.



### BEAUTIFUL BRUNETTES

According to Ian Michael Black, technical director at the Aveda Advanced Academy in London, clients with brunette haircolor often experience fading at the ends of the hair and unwanted warm tones. "When hair is not in its best condition, brunette haircolor tends to fade more quickly, thus the ends become lighter," Black says. Sun exposure can also cause fading, so UV protection is important. 1. **Aveda** Black Move Shampoo and Conditioner are infused with organic ingredients like black malva and black tea to intensely dark tones. 2. **Brunette Goddess** Shampoo and Conditioner by **TIGI** contain natural sunflower extracts and Parsol SLX to shield hair against UV rays.



### GORGEOUS GRAYS

Gray hair, like blonde shades, is subject to yellowing and brassiness, so Meryl Velbeck, a Phyto regional educator, recommends products with blue or violet pigments to counteract this effect. "They keep the frosty tone of the gray shining in the hair," she says. 1. **L'anza** Healing ColorCare Silver Brightening Shampoo contains organic viola and lavender flowers to brighten gray hair and eliminate brassiness. 2. **Phyto** Phytargent Whitening Shampoo includes plant extracts and violet pigments to enhance natural highlights and neutralize yellow tones, in addition to a keratin to ensure haircolor adhesion. 3. **Clara** Mild Silver Shampoo by **René Furterer** utilizes blue pigments to prevent yellowing and enhance silver highlights.



### RAVISHING REDS

Color durability and vibrancy are two major concerns for clients with red hair, according to Goldwell colorist Dimitrios Tsoumas. It can also be difficult to maintain because it tends to fade faster than other shades. Tsoumas says that color enhancers can improve haircolor retention and also maintain tonal reflection in red hair, keeping the color continuously vibrant. "They add depth and saturation back into the hair, which redheads tend to lose as the haircolor fades," he says. 1. **Goldwell** Deep Reflects Shampoo and Conditioner are formulated to minimize washout and retain the depth and dimension of red shades. 2. **Alterna** Caviar Anti-Aging Red Shampoo is designed to reduce brassiness and neutralize blue and purple tones.

