



Post colour care advice

We care about your hair as much as you do and we would like you to have the best possible results from your colouring service. To help you take the best care of your hair after a colour service we would recommend not shampooing your hair for 48 hours preferably 72 hours. Avoiding swimming and saunas for a couple of weeks too as both heat and chlorine cause colour fade, however if this isn't possible we would advise using a suitable aftercare product that is designed to protect your hair from such elements. We are happy to advise.

Always use a colour-protecting shampoo and conditioner as they're specifically formulated to reduce fade and dryness. We stock a wide range of professional haircare products that will protect and care for your hair and that new colour.

The biggest reason for fading colour is water. So try and avoid standing directly under the shower spray unless you're rinsing, keeping water warm, rather than hot. Instead of shampooing your hair every day, try using a dry shampoo at the roots to soak up oil.

Condition, condition, condition. Your hair and colour will appreciate the effort. If you have fine hair or avoid conditioning because of oily roots please speak to us about product choice and application methods to assist.

Avoid drying roughly with a towel. Scrubbing too hard can fade colour and make the ends look dry. Instead, gently blot your hair and let it air dry as much as possible.

SPF isn't just for your skin, we recommend shielding your hair from the damaging effects of the sun's rays. Applying a sun protection barrier product such as the Affinage ASP Kitoko Sun defence UV protector spray (available to purchase in our salon). Making sure to pay close attention to the crown as it catches the most sun.

Maintaining and prolonging that gorgeous new colour is our priority, assisting you to avoid losing shine, your hair's protein layers (cuticles) reflect light and cause it to shine, but hair dyes can dull this. In order to maintain luster we advise using a repairing serum such as kitoko hair treatment oil, a spray-on gloss like affinage kitoko Arte sensation spray.

When styling your hair with heated products treat it the same as a delicate new item of clothing, guard against heat damage. Before you reach for your straightening irons, hair-dryer or curling tongs spray on a heat-protective product, use a lower heat setting and make sure your hair is dry before applying heat.

Thank you for choosing Art of You for your colour service, we appreciate your custom and hope you and your hair enjoy your new colour!