

Preventing Colour Fade



If your colour has ever felt dull, faded, or not quite the same a few weeks after your appointment... you're not imagining it.

Hair colour naturally has a lifespan, it will soften, shift, and fade over time, but with the right care, you can slow that process down and keep your hair feeling softer, shinier, and more like itself for longer.

Our goal isn't to stop that completely, but to support your hair so it holds onto its colour for as long as possible

WASHING TOO OFTEN

Frequent washing can slowly remove colour from the hair

- double shampoo when washing to help space out wash days
- use a shampoo suited to your hair and scalp
- seal with a conditioner every time you wash
- avoid shampoos with sulphates that can remove colours faster

HOT WATER

Hot water opens the hair cuticle and changes the shape of the colour molecules, allowing the colour to escape more easily

- Wash in warm water, not hot
- finish with a cooler rinse, if you can

HEAT STYLING

Heat without protection can weaken the hair and fade colour faster

- always use heat protection
- avoid going over the same sections repeatedly
- don't use over 180C on tools that have adjustable heat
- keep the tools always moving, never hold in place



SUN & ENVIRONMENT

Sun exposure and chlorine can shift tone and dry the hair

- protect your hair where possible, hats are a good option when outside
- use a treatment after exposure
- use a barrier product prior to going outside or into the water

MINERAL BUILD-UP

Minerals from water can sit on the hair, making it look dull and flat

- an at home gentle cleanse can help remove build-up
- filters on shower heads or whole house help prevent build-up
- an in salon cleanse helps supports the at home process

EVERYDAY WEAR & TEAR

Brushing, tight ties, and general friction affect the ends the most

- be gentle when detangling
- use soft scrunchies or clips
- don't tie up tight every time

HAIR CONDITION & POROSITY

Not all hair holds colour the same way.

More porous hair (often lightened or worn over time)
→ absorbs colour quickly but can lose it just as fast

Healthier, less porous hair

- holds colour longer and fades more softly
- Regular treatments help support the hair, keeping the cuticle smoother and colour in place

You're not doing anything wrong, your hair just needs the right kind of support