

# VIVID COLOR

*At Home Care*

## KEEP IT

*dirty*

SHAMPOO YOUR HAIR AS INFREQUENTLY AS POSSIBLE. IF YOU WORK OUT OR HAVE GOTTEN SWEATY TRY JUST WETTING YOUR HAIR WITH NO SHAMPOO AND A LITTLE CONDITIONER ON THE ENDS. YOUR HAIR NEEDS SOME OF ITS NATURAL OILS TO BE HEALTHY.

## TURN DOWN

*heat*

USE COLD WATER WHEN WETTING YOUR HAIR. THE COLDER THE BETTER. REALLY, LIKE, REALLY COLD. NO MATTER WHETHER YOU ARE SHAMPOOING YOUR HAIR, OR JUST WETTING YOUR HAIR TRY TO USE AS COLD WATER AS YOU CAN STAND. HOT WATER OPENS THE CUTICLE AND RELEASES COLOR MOLECULES, COLD WATER KEEPS THE CUTICLE SEALED.

## LOW HEAT

*Iron*

USE YOUR STYLING TOOLS ON LOW HEAT. HIGH HEATED STYLING TOOLS MAY STYLE FASTER BUT THEY ALSO FADE YOUR COLOR FASTER. STYLE YOUR HAIR ON THE LOWEST HEAT SETTING THAT WILL GET THE JOB DONE. I USE MY FLAT IRON AT 360°. USING A LIGHT HOLD THERMAL STYLER BEFORE HEAT STYLING WILL HELP HOLD THE STYLE LONGER AND WITH LESS HEAT. TRY TO ONLY DO ONE PASS WITH THE FLAT IRON TO AVOID FADING YOUR COLOR.

## ZERO

*sulfates*

USE SULFATE-FREE SHAMPOO & CONDITIONER. SULFATES STRIP THE NATURAL OILS FROM YOUR HAIR AND CAUSE IT TO NATURALLY PRODUCE EXCESS OIL WHICH WILL LEAD TO YOU HAVING TO SHAMPOO YOUR HAIR MORE OFTEN. USING SALON-QUALITY SHAMPOO & CONDITIONER WILL PROMOTE HEALTHY OILS IN YOUR HAIR WITHOUT CAUSING YOUR HAIR TO OVERPRODUCE OILS. SULFATE-FREE PRODUCTS ALSO ARE LESS HARSH, WHICH MEANS LESS LIKELY TO STRIP OUT YOUR COLOR. MY FAVES: PULP RIOT BANGKOK AND TOKYO

## DRY

*Shampoo*

USE DRY SHAMPOO. ON NO-WASH DAYS USE A GOOD DRY SHAMPOO TO SOAK UP ANY EXCESS OILS. DRY SHAMPOO ALSO HELPS SOAK UP YESTERDAY'S SMELLS, IT WILL HELP YOUR LOOK AND SMELL FRESH AND HELP YOU PUSH YOUR WASH DAY OUT FURTHER. MY FAVE: PULP RIOT BERLIN

## AVOID DIRECT

*Sunlight*

EVEN WHEN USING A LEAVE-IN CONDITIONER YOU SHOULD STILL AVOID SITTING IN DIRECT SUNLIGHT. SUNLIGHT HAS A NATURAL BLEACHING EFFECT & WILL FADE YOUR VIVID HAIR COLOR. AVOIDING BEING IN THE SUN ALL THE TIME IS ALSO VERY GOOD FOR YOUR SKIN. GET A CUTE SUN HAT! MY FAVE: [THE HAT PEDDLER ON ETSY](#)

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## SHOWER

*Smart*

INVEST IN SHOWER HEAD FILTER. AMAZON HAS HARD WATER FILTERS FOR YOUR SHOWER HEAD TO HELP PREVENT MINERAL BUILDUP ON YOUR HAIR. MINERALS CAN CAUSE YOUR HAIR COLOR TO FADE AND ALSO MAKE IT HARDER TO LIFT YOUR HAIR FOR VIVID COLOR APPLICATIONS. HARD WATER MINERAL BUILD-UP CAN CAUSE A BAD CHEMICAL REACTION ON YOUR HAIR. MY FAVE: [AQUABLISS](#)

## STAY

*Dry*

NOT JUST SHOWER WATER, BUT POOL WATER, LAKE WATER, SALTWATER, ETC. MOST OF US KNOW THAT CHLORINE IN POOL WATER FADES COLOR, BUT SO DO THE NATURAL MINERALS IN RIVERS, LAKES, AND OCEANS. VIVID HAIR IS A LIFESTYLE, FRIENDS. [SWIM CAP](#) FTW

## REALLY

*Dry*

SERIOUSLY, AVOID WETTING THE HAIR AS MUCH AS POSSIBLE, EVERY TIME YOU WET YOUR HAIR YOU WILL LOSE A LITTLE BIT OF COLOR. I KNOW, I KNOW IT SUCKS! BUT IT IS THE REALITY OF VIVID HAIR COLOR.

## KEEP IT

*Healthy*

DAMAGED HAIR DOESN'T HOLD COLOR WELL & WILL MAKE YOUR HAIR COLOR LOOK UNEVEN & DULL. TAKE HOME OLAPLEX PRODUCTS TO KEEP YOUR BONDS STRONG. I USE OLAPLEX IN ALL MY VIVID HAIR SERVICES. IF YOU HAVE DRY OR DAMAGED HAIR, I RECOMMEND OLAPLEX OVER THE PULP RIOT.

## KEEP IT

*Moist*

USE A MOISTURIZING HAIR MASK EVERY 3RD OR 4TH SHAMPOO TO KEEP YOUR HAIR MOISTURIZED AND STRONG. THIS WILL KEEP YOUR HAIR NOURISHED WITHOUT MAKING IT OILY. MOISTURE IS SO IMPORTANT IN HAIR CARE & MAINTENANCE OF ALL TYPES. MY FAVES: PULP RIOT SANTA BARBARA OR OLAPLEX No.8.

## COLOR

*Bomb*

COLOR DEPOSITING SHAMPOO AND CONDITIONER IS GREAT TO KEEP YOUR COLORS VIBRANT. ESPECIALLY WHEN YOU HAVE 1 SOLID ALL-OVER VIVID COLOR. I CAN MAKE A COLOR BOMB FOR YOU USING EITHER THE SANTA BARBARA OR OLAPLEX No.3.

## EMBRACE THE

*Fade*

WE CAN CHOOSE A COLOR THAT YOU WILL LIKE THE COLOR OF INITIALLY AND WHEN IT STARTS TO FADE. PULP RIOT COLORS FADE PRETTY AWESOME LOOKING, SO BE PREPARED TO ROLL WITH IT AND ENJOY ALL THE SHADES THAT HAPPEN ALONG THE WAY.