



Colour Maintenance & Info

*So you've left **Prime Truro** swishing your new, glossy, freshly coloured locks. But the work isn't over yet. Lets keep your colour looking glorious for as long as humanly possible. Here are a few tips and some helpful information on how you can easily upkeep your new hair colour at home.*

Blondes:

Frequent heat styling and everyday wear and tear can fade blonde's vibrancy over time, leaving it brassy and dull. Book in for a toner or an Olaplex Treatment to have it sparkling again.

Tip: Silver/Violet shampoo

This is a lifesaver(!) designed to neutralise blonde's natural warm tones.

Ask your colourist about silver shampoo - perfect for neutral/cool blondes and an absolute must for up-keeping Silver and Grey tones.

Permanent Colour:

Permanent colour doesn't earn its name unless it's being taken care of with a high quality *colour protect* shampoo and conditioner. A lot of highstreet shampoo & conditioners contain nasty silicones and sulfates, quickly stripping away your newly coloured barnet. Ask your colourist about which colour protect shampoo & conditioner suits your custom colour best.

Semi Permanent Vibrants:

Your reds, blues, violets, cerise, coppers, canary yellow and silver tones will always be the first tones to fade. But fear not, there are plenty of easy ways to maintain your colour for as long as possible.

Tip: Think Cold -

Heat opens up the hair's cuticle(top layer)- which is one of the biggest contributors towards fading. Avoid heat styling as much as possible & wash your hair in cool water, leaving it as long

as possible in between washes!! Dry shampoo helps =) All this will help with locking in your bright tones.

Take home Custom Colour Pots

At Prime Truro, we offer custom made colour pots. These pots contain high quality *colour protect* conditioner, mixed with your own custom colour. Use this at home as your normal conditioner and the vibrant pigments will top your hair up with every wash. (A must for pastel shades!)

Enquire for more information.

Book for regular top ups

Most semi permanent colours last 2-15 washes, depending on home maintenance and hair health. We recommend booking in every 4-6 weeks for top ups to keep you looking and feeling fierce.

Important Tip: Keep Hair Healthy

Colour longevity largely depends on the condition/porosity of the hair. The healthier the hair, the longer the colour lasts. We recommend an Olaplex Stand Alone treatment for extra strength and shine, deep conditioning treatments for replenishing lost moisture and a trim prior to any colour service to start off in the best shape. Contact us to book a strengthening service before your next colour session.

Extra Information

Olaplex

We offer Olaplex as an additional service with your colour. Olaplex is a unique 'bond multiplier' which we mix in with the colour (optional, but we recommend!) It can also be carried out as an additional stand alone treatment separate to a colour service (On virgin hair or coloured hair) . It repairs, protects and strengthens the hair structure by fixing back together any broken bonds, leaving the hair incredibly strong and shiny, and most importantly, makes your colour last longer.

Without a doubt we highly recommend this for glorious and super strong results.

Reds, Pinks & Coppers

These warmer colours are fantastic; they can be known to fade completely over time and can be removed with bleach.

Purple, Blue & Green

These hues almost always leave a permanent stain in the hair when faded after time. These cannot be stripped or removed with bleach. As awesome as these colours are, don't go for

these if you don't want to wait for them to grow out, or if you plan on having silver or blonde in the near future.

Pastel Lilac, Pale Blue, Cotton Candy Pink & Rose Gold

These shades are fantastic but fade almost completely within 2-5 washes. They MUST be maintained at home (see above info on colour pots and advice. Feel free to ask your colourist for more info)

Bleached Hair

We highly recommend rebooking in for your root retouch once every 6 weeks, the bigger the root regrowth - the more challenging it is to get that perfect blend.

Silver Hair

This can only be achieved on hair which has not been stained by colour and is in good condition. Usually silver hair can only be achieved over multiple services on darker hair, but may be achievable from one session on mid - light blonde hair. Olaplex is brilliant prior to, or after bleaching, to keep hair super strong and healthy.

Silver Hair Toners

These are added over platinum white hair to add that sleek silvery look. The silver will fade to blonde over time, so keep topped up at home with a high quality silver shampoo and book in for regular toning sessions every 4-6 weeks.

Black Hair

Colouring your hair to black is pretty much super super permanent! Dark hair is gorgeous when kept healthy and glossy, but perhaps not for you if you like to change your hair colour quite frequently. Consider it a big decision! Feel free to chat to us for feedback or ideas.

Want that Gloss Back?

Coloured hair can begin to look dull over time. Simply book in for an Olaplex treatment to help your colour look bright and shiny again. This is a great way of keeping your colour looking fresh without actually recolouring.

!!! Important info !!! **Skin Allergy Tests**

Unfortunately, many don't realise the dangers of cutting corners and overlooking proper consultations and skin testing. It is in fact vitally important prior to having your hair coloured, after all, you're coming to see a professional; we're only fulfilling our duty as a professional service. :-)

The risks involved are due to an active ingredient found in most hair dyes and toners, known as 'PPD' (paraphenylenediamine). PPD has been proven to cause allergic reactions, causing uncomfortable and potentially dangerous symptoms. It's important to know that an allergy can develop at any time, for anyone, out of nowhere. Therefore we've found that skin allergy testing, and keeping up to date on these tests is vitally important and the best way to control this issue.

We also require you to let us know of any changes in your medications, treatments (e.g- chemotherapy) and also of any new piercings or tattoos, as we are then required to carry out another test .

If regular colour appointments are carried out, an allergy test will only be required for an update once every 12 months, or if the regular colour tint is changed.

"Wait- what !?"

We understand that this may all seem absurd, but it really is vital. Contrary to common belief, it's even more likely you'll develop a reaction if you've been colouring your hair forever, as you'll have been exposed to the chemical PPD contained in dyes more often, meaning you could develop a sensitivity to it.

Your health and well-being is our number one priority, as anyone can develop an allergy to colourants at any time, completely out of nowhere. However, it means we do get to see your lovely face again for a quick chat about your next colour plans.

Pop in at any time and a team member can carry out a quick skin test to tick this off before your next colour appointment.

Alternatively, book in with our colourist for a full sit-down Consultation Chat and skin test, all free of charge.

For any enquiries regarding skin tests, your colour maintenance or bookings, please feel free to contact us on the information below.

Email: infoprimetruro@gmail.com

Contact Number: 07763334094

Facebook Messenger: PrimeTruro