

HOW TO MAKE YOUR Color LAST LONGER

Ask your colorist to add in a **color protector** when your hair is being colored. Products like **Olaplex** and **b3 Brazilian Bond Builder** are specialized treatments that your colorist can mix into your color formula to prevent damage and breakage and make your color last longer.

1

Don't wash your hair every day. Unless your hair is superoily, try to only shampoo it every few days to preserve the integrity of your color.

2

Dry shampoo is a good in-between option because it absorbs excess oil and adds volume.

3

Only use products designed for color-treated hair. "These products can prevent brassiness, which is the result of using the wrong products and exposing your color to the sun and hot or harsh water," says Kenyon. "I always prescribe a specific and specialized range of products for my color clients so their hair color stays true."

INSIDE TIP:

Any time you cover up your grays with hair color, you'll want to consider the color of your eyebrows, too. If they are also gray, your colorist can dye them as well.