



Vivid Care

Semi-permanent hair colors can last between 1 - 40 washes depending on the chosen colors, the integrity of your hair, your water at home, and your own aftercare. Average guidelines for lasting color are as follows: Pastels up to 15 washes, Neons up to 25 washes, Vibrants up to 40 washes.

APPOINTMENT: A vivid appointment can take anywhere from 4-8 hours depending on the length, color, condition, and desired outcome of your hair. This can include but is not limited to a highlight/color removal service, pre toner, treatments, vivid application, haircut, and multiple blow dries. Please feel free to bring snacks, drinks, an iPad, a charger, and always feel free to have food delivered!

A vivid appointment starts at \$100 an hour and requires a credit card on file to secure the appointment. Please note that booking this appointment means that space is reserved solely for your hair appointment. Cancelling with less than 48 hours' notice will result in half your service charged, less than 24 hours is a full-service charge.

WASHING: It is recommended to wait at least 48 hours before shampooing your hair after a color service. Make sure you are using a good Sulfate-Free shampoo. I recommend Amika Hydrorush, Leaf and Flower Instant Damage Repair, or Jack Winn Quench. Washing infrequently and using cold water will also help prevent fading. Expect to see color bleeding with your first few washes (Don't use your best towels or pillowcases!)

Because you have colored and bleached your hair, adding back protein and moisture into your hair is necessary, because even though you have been professionally colored with the best products, lifting hair requires the breaking of hair bonds, so you need a good conditioner to keep your hair in the best shape. A leave-in conditioner is also beneficial to add some extra conditioning properties, as well as help detangle. I recommend AIIR Professional Sapphire Leave in Conditioner, Amika the Wizard Primer, or Jack Winn Vitamin Silk. For additional added moisture, I recommend Amika Hydrorush mask as a weekly deep conditioner.

DRY SHAMPOO: Washing your hair as minimally as possible will allow your color to last longer. My recommendations for avoiding oily hair between washes are Amika PERK UP Plus Dry Shampoo.

HEAT: Can literally fry your hair and pull out your colors. Try to keep hot tools at 350 degrees or less, use tools with a temperature gauge, and choose tools made of metals such as titanium or tourmaline instead of ceramic - they heat more evenly. For a thermal protectant I recommend Amika Blockade Heat Serum or Jack Winn Vitamin Silk . If you are in the sun, or using a tanning bed, you will need the use the heat protectant to avoid the UV rays fading your color as well.

SWIMMING: If you go in pools, lakes, oceans, or hot tubs, try to keep your hair out of the water with a braid, ponytail, hat, swim cap, etc. If you are unable to do that, first wet it with clean water and add a leave-in conditioner to fill your strands so they can't absorb as much of the 'bad' water. Chemicals, salts, etc. can damage the hair and strip and/or change color. These minerals are more likely to affect processed hair and can only be removed by Professional Chelating Treatments.