

hair

Defend your dye

So you've decided to go blonde this summer? Excellent choice! Here's a quick collection of must-have tools to perfect and protect it...

Dye it...



HOT TIP: SAFETY FIRST

To avoid disaster, make sure to perform an allergy test a couple of days before you take the plunge

Crazy Color Platinum, £4



Herbatint Permanent Haircolour Gel in Honey Blonde, £9.50 9N

HOT TIP: TRUST YOUR INSTINCTS

First impressions are key, so trust your own. More often than not, you will instinctively know which colour is right for you



Guif Blast Creative Colour in Platinum Blonde, £9.95

HOT TIP: MAINTENANCE IS KEY

If you're going blonde for an extended period, remember to top up your colour every six weeks to maintain vibrancy and consistency



HOT TIP: BE INNOVATIVE

After a wash, try to avoid towel-drying. The friction will cause frizz and dry out your hair. Instead, use a softer fabric like a t-shirt to ensure that you lock in the moisture without your hair being unnecessarily damaged.

Creightons Sunshine Blonde Intensive Care Conditioner, £1



Bouffe Dry Spray Volumiser for Blonde Hair, £5.99

HOT TIP: PUMP UP THE VOLUME

A good volumising product is a must-have for longer blonde hairstyles. Not only will your colour be maintained, but you will retain lots of body to shape and style as you please

...and defend it!



SexyHair Sulfate-Free Bright Blonde Violet Shampoo, £11.95

HOT TIP: IN THE PURPLE PATCH

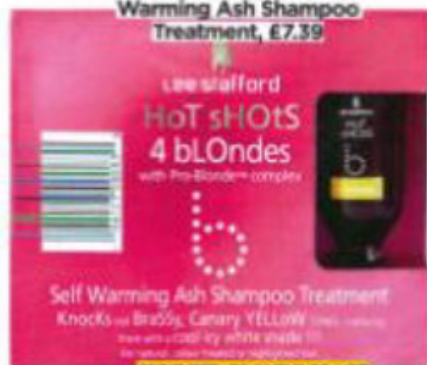
Violet shampoos are a must-have item for newly-blonde locks. They lock in the vibrant tones, avoiding the dull, crazy look that comes with fading colour.



HOT TIP: SHIELD YOUR SHINE

A good UV protection spray is crucial in the summer months to prevent colour fading and maintain the strength of your hair.

Satinique Dual Defense Spray, £17.40



Lee Stafford Hot Shots 4 Blondes Self Warming Ash Shampoo Treatment, £7.39

Lee Stafford Hot Shots 4 Blondes with Pro-Blonde™ complex

Self Warming Ash Shampoo Treatment
Knocks out Brassy, Canary Yellow tones, leaving hair an ideal, icy white shade. It's the only shampoo that does this.

HOT TIP: BLONDE BLAST

Use these Hot Shots with every other shampoo if your blonde locks ever need to be revitalised. They brighten up the colour, as well as removing dirt and excess residue from your roots.