

## 6 SURPRISING TIPS FOR LONGER LASTING HAIR COLOR



By [Liz Mitchell](#)  
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“Any gal who’s ever highlighted or dyed her hair knows all too well about the dreaded color fade. You leave [the salon](#) with a bright, shiny ‘do and a few weeks later, it’s dull city! Ugh, so how do you ensure your color lasts as long as possible? We consulted a couple of topnotch experts to find out.



### 1. Quit washing your hair so much



Every time you wash your hair, essential oils are scrubbed away that naturally keep your strands softer, smoother and healthier overall, points out [Rusk](#) celebrity [hairstylist Naz Kupelian](#). “If possible, try to wash no more than 3 times a week. And if you absolutely can’t live without a daily shower, feel free to rinse [your hair](#) with cold water and apply some conditioner to the ends. This will help your hair retain its color by locking in pigment, while hot water works the opposite, opening cuticles and releasing pigment, which results in dull, dry strands.”

### 2. Shampoo BEFORE your stylist applies color

It’s a common myth that dirty hair takes better to color, says celebrity hairstylist [Allen Edwards](#). In actuality though, the dye cannot penetrate the cuticle layer due to the pollutant in the follicle. “Shampooing beforehand will open up the follicle, allowing the color to seep into the cuticle layer and last longer.”

### 3. Get highlights AND lowlights

Layering color with highlights and lowlights (as opposed to just highlights) will produce an optical illusion for the eye and give more depth to your color, informs Edwards. Thus, you won’t have to touch up your roots as often, which we love!

### 4. Cut back on the styling tools

Did you know that the heat emitted from blow dryers, curling irons and flat irons damages hair cuticles that shield and seal color particles? According to Kupelian, it’s true! “Allow wet hair to air dry instead, and if you must use a curling iron or a flat iron, don’t forget to spray your mane with a heat protectant serum first.”

### 5. Protect your tresses from sun damage

“Although we’re outdoors far less during the winter, the sun still poses a threat to our hair,” notes Kupelian. In fact, other than washing and thermal styling, he says it’s our hair’s most dangerous enemy. When spending extended time in the sun, Naz recommends wearing a hat or using hair care products that contain UV protection ingredients. “Also, be sure to dry your mane fully before venturing outside, as damp strands have a heightened sensitivity to sun exposure, meaning there’s a higher chance of color fading.”

### 6. Don’t DIY

For the sake of your mane, please, please, please get your [hair color](#) done in a qualified salon! Misuse of at home kits can severely damage your locks and affect the ability of hair to hold color in, says Naz. So unless you’re an expert, just don’t DIY.

Now that you know how to maintain that perfect hair hue, learn how often you should REALLY be coloring your [tresses here](#).