

A FREE GUIDE

Guide 1: How to Care for Your Hair Color at Home

WILLOW & RAYNE

HAIR SALON & EXTENSION BAR





WELCOME

Keeping your hair color fresh and vibrant doesn't have to be complicated! These six simple tips will help you maintain your beautiful color and feel confident between salon visits—all while keeping your routine effortless and fuss-free. Let's make caring for your hair as simple and enjoyable as possible!

-Nikki & Sophia

1. Choose Sulfate-Free Products

Sulfates can strip your color and dry out your hair. Always use shampoo and conditioner designed for color-treated hair, especially the professional products I recommend. These protect your investment and keep your hair vibrant and healthy between visits.



2. Wash Less Often, If Possible

Washing your hair 2–3 times a week helps preserve your color. Use a dry shampoo on non-wash days, applying it before bedtime and massaging it in like a regular shampoo. Letting it work overnight keeps your hair fresh and vibrant longer.



3. Rinse with Cool or Lukewarm Water

While it's fine to use warmer water for washing, finishing with a cool rinse helps seal the hair cuticle, locking in moisture and color. This simple step can keep your hair looking vibrant and feeling silky longer.

Cooler water also reduces frizz and adds extra shine, giving your hair that polished, healthy look between salon visits.

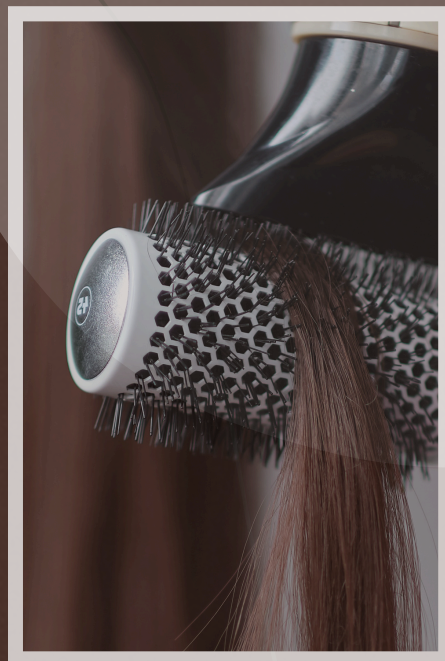


4. Protect Your Hair from the Sun

Prolonged sun exposure can fade your color and dry out your hair. If you're heading to the beach, working in the garden, or spending time outdoors, wear a hat to shield your hair. Think of it like sunscreen for your hair—it's just as important! For added protection, use a leave-in conditioner with UV filters to keep your color vibrant and your hair healthy.

5. Protect Your Hair from Heat

Heat styling tools like blow dryers, curling irons, and straighteners can cause your color to fade faster and lead to damage. Always use a heat protectant spray before styling to minimize this risk. If you're trying to preserve a toner, be especially mindful on wash days to keep your hair looking fresh and vibrant.



6. Deep Condition Weekly

Deep conditioners are different from regular conditioners—they penetrate the hair shaft to repair and hydrate from within. Using a deep conditioner weekly keeps your color-treated hair soft, shiny, and resilient. This is especially important for grey or color-treated hair, as it tends to be drier. Regular deep conditioning is key to maintaining long-term hair health and confidence!



THANK YOU

Between visits, we hope you're loving your hair and feeling your best!

When you're ready for your next salon appointment, we'd love to see you back in our chairs. You can book anytime by visiting:

www.willowandrayne.com

We can't wait to continue your journey to effortlessly beautiful, healthy hair.

— Nikki & Sophia