

# Glo's Hair Color Handbook



**Glo**extensions  
[www.gloextensions.com](http://www.gloextensions.com)



**Glo**extensions  
www.gloextensions.com

www.gloextensions.com  
**Glo**extensions

---

### Copyright Information

© 2012 Author. All rights reserved. This ebook, It's title and the e-book design and layout are all, sole property of the Author itself. All other illustrations and images used in this e-book are the properties of their respective owners. No part of this publication may be re-produced or transmitted or utilized or stored in any form, or by any means without prior written permission from the Author.

### Notice of Non-Liability

The persons organizing and maintaining this publication its author and anybody related to his organization assume no liability for errors or omissions, or for damages/disorder, caused/resulting from the information contained in this e-book. The sole objective of this publication is to inspire, motivate and educate anyone who is looking for STUFF to learn about Hair Coloring!!!

# Table of Contents

INTRODUCTION .....	5
CHAPTER 1 .....	6
HAIR COLOR 101 .....	6
CHAPTER 2 .....	8
HOW TO CHOOSE THE RIGHT HAIR COLOR .....	8
CHAPTER 3 .....	14
Best Techniques for coloring Fine or Coarse Hair .....	14
For fine hair .....	14
For coarse hair .....	15
CHAPTER 4 .....	17
Which Color works best on Gray Hair? .....	17
The lowdown on your gray hair .....	17
Certain shades of colors work best .....	18
CHAPTER 5 .....	20
Hair Coloring For the Summer Months .....	20
If you have brunette hair: .....	22
If you have light hair: .....	22
If you have red hair: .....	23
Some general tips: .....	23
CHAPTER 6 .....	24
Do it Yourself Home Hair Coloring Tips .....	24
CHAPTER 7 .....	26
USING THE CORRECT “color safe” Hair Products .....	26
Standard shampoo .....	26
Color safe shampoo .....	26
What about styling products? .....	27
A hair-healthy option .....	27
CHAPTER 8 .....	28
What You Need To Know about Chemical Treatments .....	28
Chemical perms .....	28
Chemical Relaxers .....	29
Keratin straightening .....	29
Bleaching .....	29
Hair color .....	30
CHAPTER 9 .....	31
What to know about coloring your hair during Pregnancy .....	31
What the research shows .....	31
Take precautions .....	32
CHAPTER 10 .....	33
How Much Coloring is too much? .....	33
How it works .....	33
The solution? .....	33
But beware .....	33
Give it time .....	34
Another factor .....	34
An alternative .....	34
Choosing the perfect color .....	34
Frequently Asked Questions .....	36

## INTRODUCTION

There are many different reasons why women color their hair. Those with graying hair want to keep that vibrant, youthful look. Younger women like to keep things fresh by frequently getting a new look or style. Some are just get bored with their natural hair color and want something different.

No matter what your reason is, 3 out of every 4 women color their hair, so it's only natural that you want to do it as well. But for every great color job we've seen on the Hollywood Red Carpet, there are tons of color jobs out there that make you wonder if the person even thought it through before making the change.



Women come to us all the time with a photo out of a magazine and say, "I want this!" The pictures definitely do help us understand what you want the final outcome to look like, but just because a Hollywood A-list celebrity has a certain color on her head, doesn't always mean it will look good on yours. Most times we explain to a client that by making subtle little adjustments based on the photos they give us, we can have them looking like a million bucks when they walk out the door.

We've written this guide to help YOU. Our commitment to you is that you'll get a solid education on hair coloring, whether you want to have a stylist color your hair, or if you're intent on trying it yourself. With so many different opinions out there on what's right and what's wrong, we'll give you the straight facts and let you decide the best route to take for yourself. If by the end of this book, you feel like you still need more advice, give us call or email us and we'll be happy to help you out!

## CHAPTER 1

### HAIR COLOR 101

Hair Color is the result of a series of chemical reactions between the molecules in hair, pigments, as well as peroxide and ammonia, if present.



Your hair is mainly made up of keratin, the same protein found in skin and fingernails. The natural color of your hair depends on the ratio and quantities of two other proteins, eumelanin and pheomelanin.

Eumelanin is responsible for brown to black hair shades while pheomelanin is responsible for golden blond, ginger, and red colors. The absence of either type of melanin produces white/gray hair.

#### **Natural Colorants**

People have been coloring their hair for thousands of years using plants and minerals. Natural pigments generally work by coating the hair shaft with color. Some natural colorants last through several shampoos, but they aren't necessarily safer or more gentle than modern formulations. It's difficult to get consistent results using natural colorants, plus some people are allergic to the ingredients.

#### **Temporary Hair Color**

Temporary or semi-permanent haircolors may deposit acidic dyes onto the outside of the hair shaft or may consist of small pigment molecules that can slip inside the hair shaft, using a small amount of peroxide or none at all. In some cases, a collection of several colorant molecules enter the hair to form a larger complex inside the hair shaft. Shampooing will eventually dislodge temporary hair color.

These products don't contain ammonia, meaning the hair shaft isn't opened up during processing and the hair's natural color is retained once the product washes out.

### **How Lightening Works**

Bleach is used to lighten hair. The bleach reacts with the melanin in hair, removing the color in an irreversible chemical reaction. The bleach oxidizes the melanin molecule. The melanin is still present, but the oxidized molecule is colorless. However, bleached hair tends to have a pale yellow tint. The yellow color is the natural color of keratin, the structural protein in hair. Also, bleach reacts more readily with the dark eumelanin pigment than with the pheomelanin, so some gold or red residual color may remain after lightening. Hydrogen peroxide is one of the most common lightening agents. The peroxide is used in an alkaline solution, which opens the hair shaft to allow the peroxide to react with the melanin.

### **Permanent Hair Color**

The outer layer of the hair shaft, its cuticle, must be opened before permanent color can be deposited into the hair. Once the cuticle is open, the dye reacts with the inner portion of the hair, the cortex, to deposit or remove the color. Most permanent hair colors use a two-step process (usually occurring simultaneously) which first removes the original color of the hair and then deposits a new color. It's essentially the same process as lightening, except a colorant is then bonded within the hair shaft. Ammonia is the alkaline chemical that opens the cuticle and allows the hair color to penetrate the cortex of the hair. It also acts as a catalyst when the permanent hair color comes together with the peroxide. Peroxide is used as the developer or oxidizing agent. The developer removes pre-existing color. Peroxide breaks chemical bonds in hair, releasing sulfur, which accounts for the characteristic odor of haircolor. As the melanin is decolorized, a new permanent color is bonded to the hair cortex. Various types of alcohols and conditioners may also be present in hair color. The conditioners close the cuticle after coloring to seal in and protect the new color

## CHAPTER 2

### HOW TO CHOOSE THE RIGHT HAIR COLOR

One of the biggest problems many hair colorists see is women who insist on choosing a hair color that won't work for them. It's understandable that you may really want a certain look you've seen, but what you need to know is that some shades just don't complement your skin tone, eyes, or personality.

Instead, here are some tips to help you find the shade just for you.



The color wheel contains the whole spectrum of color choices. The colors that sit opposite each other on the wheel are called “complementary.” So red and green, yellow and purple – these are examples of complementary colors. The basic rule of the color wheel is that opposite, or “complementary,” colors neutralize each other when combined.

The color wheel is further broken down into “warm” and “cool” colors.





Warm colors are:

- Yellow
- Red
- Orange

These include gold tones, like golden brown and golden blonde, as well as warm auburn, copper, and chestnut tones.

The cool colors are:

- Blues
- Blue-greens
- Violets

These give ash and matte tones to the hair.



Warm and cool shades work in opposites, like the complementary colors on the wheel. Each warm color has a cool color to complement it, i.e. warm red with cool green. When colorists mix up colors, they combine different amounts of each complementary color to produce the exact target color. But they also must take into account the natural color of the client's hair. This can make a huge difference because the natural hair color may combine with the artificial color.

As a stylist we always take your natural hair color into account, since it can make a huge difference in creating the target shade.

If you've ever ended up with an unwanted color in your hair, the stylist probably had to add its complement to neutralize it out. For example, if you have unflattering orange/yellow highlights that are the result of stripped dark hair, you can add a dye with blue/violet undertones to neutralize them.

On the other hand, if you have red highlights that are way too bright, you can apply a complementary shade of green to tone them down. But it's important to make sure the proportions of color are just right – otherwise, you could end up with the totally wrong color!

### Get the best color solution

The only way to get perfect hair color is by having it custom blended for you by an expert. You could take the boxed color route and hope for the best, but we highly recommend you go to a salon and have an expert create and apply your color for it to turn out like you want.

Always keep the color wheel in mind when you're picking out a hair color. Not every hair color will work with every face. In fact, there are probably a limited number of shades that actually flatter your face and skin. But once you do find that complementary shade, it can work wonders to improve your complexion and make you look younger.

### Skin tone

First, you'll want to figure out what your natural skin tone is so that you can match it to your hair color. Skin tones can be in one of two categories: warm or cool. The undertones in your skin determine which category it is.

You have **warm** skin if you can see yellow, golden, or peach undertones in your skin.

You have **cool** skin if you have pink, blue, or beige undertones in your skin.





One way to find out your dominant undertones is by putting on a white shirt and examining your face in the bathroom mirror (the white shirt makes it easier to isolate your color). Another trick for finding your skin tone is looking at the veins on the inside of your arm under natural light. If the veins appear green, then you have a warm skin tone. If the veins appear blue, you have a cool skin tone.

### Match your color

Once you know your natural skin tone, you can match a hair color that will complement it the best. Using complementary shades creates the best overall effect, because it looks natural and blends your natural tones without making a harsh contrast. But if you use an unflattering shade, it could bring out the wrong undertones in your skin and make you look older.

**Warm:** In general, if you have a warm skin tone, a cool hair color will be the most flattering and natural looking. Some good color options for you are:



- Honey
- Strawberry
- Copper
- Golden brown
- Dark browns
- Mahogany

Or any other colors with golden or red tones to cool down your skin.

**Cool:** If you have a cool skin tone, you'll generally look best with a warm hair color. Some common warm color choices are:



- Champagne
- Cream
- Coffee
- Fawn
- Mid-level Blonde
- Flat Browns
- Auburn

And any other ash or neutral colors that contrast the pink tones in your skin.

#### **Keep in mind...**

In general, your most flattering tone will be within two shades of your natural hair color. If you color your hair too far above or below that, you risk harsh color contrasts or washing out your features.



If you have:

- **Pale skin:** you can choose almost any hair color. If you have blue eyes, a blonde color should be a good choice.
- **Pink skin:** you'll look good with neutral tones like beige blonde and chocolate brown. Avoid shades of red and gold.
- **Yellow skin tones:** you'll look good with dark, rich colors, such as deep auburn.
- **Medium skin:** you can pull off dark blonde and copper tones.
- **Dark or olive skin:** a darker hair color will usually look good on you. You may be able to pull off a dramatic violet or mahogany.

Of course, there are exceptions to the rules and in the end it all depends on what fits your personality and style. If you're not sure, it's a good idea to consult a colorist who understands complementary colors and the color wheel.

## CHAPTER 3

### Best Techniques for coloring Fine or Coarse Hair



Coloring your hair should be a piece of cake, but if you have fine hair or coarse hair you know that it needs extra attention. That's because it absorbs hair color differently than average hair does.

Here's the good news, it isn't too difficult to get a picture-perfect hair color on fine hair or coarse hair. Here are some expert tips on how to apply hair color to both fine or coarse hair types to end up with the best results!



#### **For fine hair...**

1. "*Fine*" hair means each individual hair shaft is thinner than average hair strands. These thin strands are more prone to breakage, so you should make sure to follow the hair coloring rules to prevent damage.
2. Thin, fine hair absorbs color faster, so therefore when you apply hair color it may need less time than average hair does.
3. The pores of thin or fine hair are smaller, so the hair color molecules don't leak from the shaft as soon as with normal hair. This means the hair color shouldn't fade out as fast.

4. Because fine hair absorbs color so well, it is easier for you to get full gray hair coverage with a single hair color application.
5. Fine hair absorbs hair dye faster, so the hair color may end up darker or more extreme if you leave it on for longer lengths of time. It's a good idea to keep track of the time and not leave the hair dye on for longer than prescribed. This could damage your hair or result in an overly rich hair color.
6. A good tip for coloring fine hair is to start by dividing it up into thin sections. Apply the hair color to small sections at a time. This will allow you to make an even and precise hair color application across fine hair.
7. Did you know that coloring fine hair can make it look and feel fuller? Hair dye can give the hair more body, so this is one of the benefits of coloring your fine or thin hair.

**For coarse hair...**

1. Thick or coarse hair tends to be more resistant to absorbing hair dye than average hair.
2. To make your coarse hair fully absorb the hair color, you may need to use a darker, stronger hair dye for the color to soak in.
3. Dark hair color shades are good at covering damage on your coarse hair, and even help to make it look healthier than it was before.
4. High quality hair color pigments can work to smooth down the cuticle of coarse hair. When the cuticle is smoothed down with a fresh hair color, coarse hair appears more smooth and shiny.



5. Coarse hair with grays mixed in may need a permanent hair dye (rather than demi permanent) for full coverage, because it will provide a stronger hair color. Darker hair colors generally provide better gray coverage as well.
  
6. One tip for coloring coarse, gray hair is to apply the hair dye to the gray sections first. This will allow the gray hair to have more time to process the hair color while you continue on the rest of the head.
  
7. Always read the hair coloring instructions carefully when coloring coarse or thick hair. Since coarse hair is more stubborn and resistant to hair dye, you may need to leave the dye on the hair longer to get the best color results.

For both fine hair and coarse hair, always remember to finish your hair color application with a good moisturizing conditioner to lock in the new color and leave your hair healthy and protected.



## CHAPTER 4

### Which Color works best on Gray Hair?

Any woman who's tried to color over her gray hair knows how tricky it can be. From stubborn grays to matching shades, sometimes you feel at your wit's end when you're staring blankly at the boxed hair dye aisle in the drugstore, wondering which choice it should be.



But did you know that some hair color shades are designed to give you better gray hair coverage than the regular ones? The boxed hair color companies won't tell you that, because they don't want to limit your choices when it comes to buying as much as possible.

But the plain fact is that certain hair color shades will give you poor gray coverage, while others were practically made for it.

#### **The lowdown on your gray hair**

It all has to do with the way gray hair grows. In general, gray hair is more coarse and porous than regular hair. This means that it won't absorb hair color the same way your regular hair color did when you were younger. That can make grays seem "stubborn" and "resistant." That's why gray hair needs a stronger hair dye to get good coverage.

A demi permanent hair color usually isn't strong enough to settle into the pores of gray hair. Therefore, you'll need to use a permanent hair dye if you really want to banish your grays.

It's also important to know that gray hair naturally lacks pigment, so it receives color differently than regular hair. If you don't use a hair dye specifically formulated for your gray hair, your gray strands and regular strands could end up colored very differently.

### **Certain shades of colors work best**

To get full, strong coverage on all your gray hair, the best choice is to use a hair dye with a neutral base. A color with extra neutral base can compensate for the lack of pigment on gray hair. This is because the base color will add solidity to the tone – it first coats the hair with a solid neutral shade and then adds the desired color on top. In the end, this will produce an even shade of color over your whole head.

This means your best option for complete gray hair coverage is to go with a **neutral** hair color shade. Gold or red tones in your color can also help provide extra coverage over grays.

- If you're naturally blonde, try going for a neutral hair color such as **neutral medium blonde** or **sandy blonde**.
- If you want to get brunette coloring, try using a soft, neutral tone of brown, such as **espresso** or **chocolate**.
- If you want to go with a red shade, it's extra important to make sure the hair color is fortified with a neutral undertone, or else you could end up with bright pink or red hair. Try using a **neutral auburn** or **chestnut** hair color.

Darker, brunette hair color shades usually have more pigment in them and can provide better coverage than lighter blonde shades. But if you go with a dark hair color, make sure it isn't so dark that it creates a harsh contrast with your skin or looks obvious when your roots grow out.

Just remember to stay away from **ash** hair color tones, because they tend to be more translucent and won't fully cover gray hair. In addition, bright hair color tones tend to provide weaker gray coverage because they have less solid base in them.

If you want to let your gray hair grow in with a natural effect, choose a hair color shade that is slightly lighter than your natural color. This way, when the gray roots grow in, the color blends better and you won't need to touch it up as soon.

## CHAPTER 5

### Hair Coloring For the Summer Months

When the summer temperatures heat up and it feels like beach season, chances are, you're likely to find yourself in the sunshine more often. But before you rush outside, you should know that warm weather and sun can do a lot of damage to your color-treated hair. It's important to take a few steps to protect it from the sun and chlorine, which can make hair brittle and dry. This kind of damage will allow



the color molecules to fade out and eventually your gorgeous summer color will disappear. But luckily you can put up a strong defense all summer long just by following these steps:

1. Start off by boosting up the moisture in your hair with an extra hydrating shampoo and conditioner. If you have fine hair, use a volumizing shampoo to give it a little more body. Always follow up with a conditioner to seal in moisture and keep hair smooth. The conditioner will also help weigh down the ends of your hair to prevent it from frizzing up.
2. Apply a leave-in conditioner to damp hair. The conditioner will provide an extra boost of moisture and help prevent your hair from frizzing up in humidity. Leave-in conditioner can be especially helpful all summer long because it will lock in the moisture, keep your hair soft, and prevent your hair color from fading. Remember to reapply it at the end of the day to restore any moisture you lost.

3. For curly or wavy hair, you can use a styling cream before heading out of the house to smooth down frizziness and keep your hair in place for the whole day. For finer hair, you can use a root-lifting spray instead to keep your hair from falling flat in the warm weather. For thick hair, apply spray gel from the middle of the shaft to the ends to control frizziness by weighing the hair down.
4. Don't forget to protect your tresses from the sun's UV rays. They'll cause breakage in your hair, which then causes the color to fade out faster. But you can block the sun with a hair oil or detangler containing UV protection. An easy solution at home is diluting 2 teaspoons of sunscreen in 1 cup of water in a spray bottle, then spritzing it onto damp hair before going outside.
5. If you're going swimming, make sure to rinse your hair before going in the water. This will dilute the chlorine or minerals in the water and prevent them from causing as much damage. Always rinse off your hair when you get out of the water because chlorine build-up can dry out your hair and cause discoloration in your hair color.
6. Apply a hydrating hair mask once a week during the summer. This will help restore your hair's moisture, protect the color from fading, and give it some extra glossiness.
7. The easiest way to give your hair and color full protection from the sun is to wear a hat whenever you go outside.
8. Try to stay away from using heated styling tools and products that will dry out your hair even more during the summer. Instead of using a blow dryer, let your hair air-dry whenever possible, and try not to use a curling iron to do any styling. These kinds of heated tools will damage your hair's cuticle, which will cause the color to fade out faster.

9. Apply a protein mask to revive your hair if it becomes brittle and dry after spending time in the sun.

One other aspect of the sunny summer season to think about is getting a tan. Many women don't realize that changing the tone of their skin with a tan can create a new effect with their hair color – and it could be bad. Tan skin contrasts with certain hair colors differently than it did before it was tanned, so you could end up looking orange if you don't take the correct pre-cautions.



Not everyone can pull off that tan beach-blonde look. Here are some important hair color tips that will help balance your tan with your hair color and skin tone:

**If you have brunette hair:**

Here's a basic rule of thumb for brunettes: if you have darker hair with warm undertones (like golden brown or deep honey), you'll most likely look good with tan skin. Many brunettes already have naturally tan skin, especially if you have golden, olive, or brown undertones. If this is the case, go ahead and soak up the sun!

But if you have a brown hair color shade with cool undertones to complement your fair skin, you may want to think twice before tanning. A tan skin tone may not work so well against your hair color in this case. In addition, if you have very dark hair, it tends to clash with very tanned skin – so go out in the sun with caution.

**If you have light hair:**

Some blondes may be able to work a tan, and some blondes may not. It all depends on the specific shade of your tresses. Warm golden hair color tones, like a golden blonde or caramel blonde, can work well to complement a summer tan.

On the other hand, blonde hair that has ash or platinum tones in it won't work well with tan skin. Tan skin tones clash with cool hair colors, so it's a good idea to keep your skin as fair as possible this summer.

**If you have red hair:**

In general, redheads should keep their skin well protected from the sun this summer. Tan skin tones often clash with red hair colors, regardless of the shade. Most shades of red look best against fairer skin – so lather up the sun block if you want your red locks to stay in the spotlight this summer.

**Some general tips:**

Warm hair colors often look better than cool colors against tanned skin. This means if you have warm undertones of gold, yellow, or red in your hair, you may be able to pull off a summer glow.

However, it's always important to apply sunscreen! UV rays from the sun can cause lots of damage to your skin, including wrinkles, sunspots, or even skin cancer. If you want to keep tanning this summer, just remember to do it in shorter increments so you limit your overall exposure. An even safer option is to use a sunless tanning product that will gradually add tan coloring to your skin. And remember – a sunburn does not complement any hair color!

## CHAPTER 6

### Do it Yourself Home Hair Coloring Tips

We want to be very clear that we don't highly recommend this route when you want a certain color look, but we also understand that some people just don't want to spend the money and would rather try and do it themselves. So if that's you, please read this section carefully so you don't end up with a real mess when you're done. If you follow the right steps, you'll look like you just walked out of a salon.



1. **Dye type:** First, you'll want to decide what kind of dye to use. There are two main types to choose from:

- **Permanent color** lifts out all of your natural pigment, then replaces it with artificial color that is, as the name says, permanent. It's the best choice if you want a rich, vibrant color – and also if you have grays to cover up. If you have Gray hair, it tends to resist color since it is coarse, so the best solution is a strong, permanent color to whip it into shape!
- **Demi-permanent color** doesn't lift out your current color – instead it just deposits pigment on top of it. Since it doesn't add permanent color, it will fade away after about 24 shampoos. You should take note that demi-permanent isn't strong enough to provide serious gray coverage. It's great for enhancing your natural color or blending grays, but if you have over 25% gray hair, permanent is the best way to go.



2. **Skin tone:** Make sure to consider your skin tone before you settle on a color. Choosing an unflattering shade may bring out the wrong undertone in your skin, like making you look sallow or orange. When professionals mix your color, they always analyze your skin tone before choosing your complementary hair color. Start off by figuring out your dominant undertone. You can do this by looking in a mirror and studying your face. If your skin has shades of pink or red, you're considered "cool." But if you have tones of peach, olive, or gold, it means that you're "warm."

3. **Complementary color:** Once you've determined whether you're warm or cool, you can use your skin tone to determine which hair shade is your best complement. In general, you'll get the best look if you stay close to your natural hair color.

- If your skin is cool, warm ash or neutral hair colors will contrast the pink tones in your skin. Some common ash and neutral color choices are champagne, beige, chocolate, espresso, and auburn.
- If you're on the warm end, a color with golden or red tones will work to cool down your skin. Some color options for you are honey, strawberry, copper, golden brown, chestnut, and mahogany.

In general, the best option is to speak to a professional colorist for advice on how to get your perfect color.

## CHAPTER 7

### USING THE CORRECT “color safe” Hair Products

The first few days after applying a new hair color, you may be avoiding the shower to keep that “salon fresh” look. But when you do finally cave, don't reach for that standard shampoo you used to wash with. Putting color in your hair means you should use special products to maintain your rich, vibrant hue in between colorings.



#### **Standard shampoo**

Your regular shampoo is too harsh for hair that's been treated with color. This is because it contains detergents, such as a handful of sulfates, that strip away oils to give your hair a thorough cleanse. Although this gives you the “squeaky-clean” feel, it's also very damaging to your hair. Detergents work by exfoliating the hair cuticle, which removes natural oils, dries out the hair, and leaves it open for the color molecules to leak out. This causes your color to fade faster (plus it dries out your hair and makes it dull).

#### **Color safe shampoo**

If you have color-treated hair, the best idea is to use a shampoo and conditioner that's labeled “color safe” or “for color-treated hair.” You may not know it, but there is a difference between these and the ones meant for the everyday hair-washer. Color safe products are extra gentle on your tresses, so they don't contain any of the harsh sulfates or detergents that strip out color. They have gentle ingredients that remove oil and dirt without scrubbing into the cuticle and opening the pores.

Plus, they have intense moisturizing properties that give extra hydration and also strengthen hair. These benefits help to seal the hair cuticle and lock in the color, so it won't fade as fast.

### **What about styling products?**

Your styling products should be labeled "color safe" as well. This is because color-treated hair is especially vulnerable to damage, so your products should compensate and provide extra protection. The sun not only dries out your hair but also causes the color to fade faster. To help alleviate this problem, look for color safe products that contain UV blocking ingredients to protect your hair from the rays. In addition, it's a good idea to use products that don't contain alcohol, which also dries out your hair and fades the color.

### **A hair-healthy option**

If you want your hair color to look vivid and fresh in between colorings, use gentle products like a "color safe" shampoo and conditioner to prevent fading and make your hair healthier than before. You can also prevent damage from the start by using a hair color that contains beneficial ingredients, rather than damaging ones.

## CHAPTER 8

### What You Need To Know about Chemical Treatments

Many women use chemical treatments to make their hair straighter, curlier, healthier, or more colorful. But did you know that some of these can cause severe damage to your hair?

Here are the facts about chemical hair processes and what to know before you get one.

#### **Chemical perms**

A “chemical perm” is the process of curling or straightening your hair with the use of chemicals. Both processes have similar risks and can damage your hair because they use high levels of heat to activate the chemicals that change the hair’s shape.



This intense heat can break and damage your hair shaft, the same way heated styling tools can damage hair. Additionally, the chemicals used in perm treatments work by breaking the bonds of the hair to reform it.

If you decide to get a chemical perm, make sure you visit a salon and have a professional apply it. The chemicals used in perms can damage your hair and scalp if applied improperly. In addition, you can keep your hair healthy by waiting at least 6 weeks in between chemical perms.

### **Chemical Relaxers**

Many people use chemical relaxers to change the shape of their hair. Relaxers work by using strong chemicals to penetrate the hair shaft and break the natural bonds in the hair, forcing them into a new shape.

Relaxers can be harmful because the chemicals they contain may cause irritations or other problems on your skin, scalp and hair if not applied correctly. That's why you should always visit a salon for a professional treatment to avoid damaging your hair. In addition, using heated styling tools or frequent color applications will cause further damage to relaxed hair.

### **Keratin straightening**

Many people get keratin treatments to make their hair healthy and straight, but these processes can potentially damage your hair too. Keratin treatment processes work by mixing keratin protein with varying levels of formaldehyde (which is a known carcinogen), then applying it to the hair. The stylist uses a heated iron to seal in the protein, which fills in cracks in the hair to repair damage.

Although keratin treatments can help condition and repair cuticle damage, the severe heat used in the process can cause thermal damage. It's important to follow up treatment with hydrating conditioner to compensate for the damage. In addition, always be cautious with the fumes resulting from the formaldehyde mixture.

### **Bleaching**

Using bleach to lighten your hair can be very harsh on the hair cuticle. Bleach works by stripping open the cuticle's pores to remove the natural color. But because the chemical is so strong, it enlarges the pores and leaves the cuticle full of holes. This means that your hair is much weaker than before and will break easily. Plus, when you have enlarged pores, any color you apply will fade out very fast. The best option is to use a non-bleaching dye that doesn't leave the cuticle susceptible to damage like bleach does.

**Hair color**

Some hair coloring dyes can be harsh on your hair, causing damage and irritating your scalp. This is especially true of low-end boxed dyes – they can over-enlarge your pores (like bleach does) and leave the cuticle susceptible to damage. The best bet for coloring your hair is using a high-quality dye that will prevent damage instead of causing it.

## CHAPTER 9

### What to know about coloring your hair during Pregnancy

Many women worry about coloring their hair when they're pregnant. That's probably because an old rumor claims that the dye will harm a developing baby. But what are the facts behind this claim? Read on to find out the truth about what happens when you color your hair.



#### **What the research shows**

It may seem like doctors give mixed messages about whether it's actually safe to color your hair during pregnancy. It's because studies don't link any harmful effects to the developing baby, but doctors want their patients to be overly cautious. Patients often hear that they should avoid coloring their hair during the first trimester, because according to WebMD, that's when the baby undergoes critical developments.

So, many doctors err on the side of caution and recommend women to wait until the end of the first trimester. There have been studies performed on both animals and humans to examine any health risks associated with hair color and a developing baby. However, the studies showed there were no changes in the baby and found no direct link between hair dye and fetal health. In fact, experts say that very small traces of hair dye chemicals, if any at all, can reach the baby. That's because the skin does not absorb enough chemicals from the dye to cause harmful effects.

So because of this, most researchers and experts at the Mayo Clinic concluded that hair-coloring products are unlikely to pose an increased risk during pregnancy.

However, many doctors and women still want to play it safe. Although current research doesn't show any apparent risks, that doesn't mean there isn't potential for them. We still recommend that clients wait until after the first 2-3 months of the pregnancy before coloring their hair, just to be safe.

Many women do color their hair during this time without negative results. But in the end, it's up to you whether you want to color your hair right away or wait a few months. If you're still unsure, talk to your physician to get a medical opinion.

### **Take precautions**

You can take precautions to avoid any potential risk from coloring your hair, since the dye does contain some chemicals. It's a good idea to keep the room well-ventilated when you color your hair to limit your exposure. Make sure you wear gloves to protect your skin from the dye. Also, follow your coloring instructions carefully to avoid any risks. Don't leave the color on your hair any longer than prescribed, and rinse your scalp thoroughly after applying the color.

Don't forget that your hair's texture and quality often changes during pregnancy, so your hair may respond to color differently than it did before. Make sure you use a dye that's customized to your hair and color shade.

When you're pregnant, the choice to color your hair is up to you. If making sure your hair is beautiful will help you tolerate bloated feet, then go ahead and color away. But if worrying about potential risks will cause you anxiety, just wait a few months before coloring your hair. If you're still concerned about the health of your baby, make sure to consult with your physician to be safe.



## CHAPTER 10

### How Much Coloring is too much?

One of the downsides of coloring your hair is the persistent problem of re-growth. Even if you have the most concentrated dye, no one can prevent your roots from pushing through. So after about four to six weeks (depending on the speed of your hair growth) you notice the pesky roots finding their way back.



Of course, the natural response is to just add more color, but first we want to make sure you know the rules of re-coloring.

#### **How it works**

Permanent hair color works by opening your hair cuticle, lifting out the current color, and depositing a new one. But if you do this on the same hair too much, the hair may get porous and lose protein, which will lead to damaged hair and can affect how future color applications turn out.

#### **The solution?**

When you notice your roots growing in, don't jump to apply more color to your whole head. Instead, just color the root regrowth.

#### **But beware...**

When you "touch up" your roots, remember this: if you apply color to the root area and the new color overlaps onto your previous color application, the overlapping area may become darker. This is called "banding" because it creates a dark band between the previous color job and the retouched one.

You can prevent banding by waiting until you have a large enough root section to color. It will be easier to touch up the roots, plus you'll get a more even color application. This is why our stylists suggest a minimum of four weeks, instead of touching up the minute you notice a root.

**Give it time**

If you do need to change the color of your whole head or want to brighten a fading color, it's really important not to do this less than about five weeks after the previous color application. Frequently coloring the same part of the hair (i.e. the ends) can make it swell and dry out. Furthermore, if you keep adding different colors, the overall color may get "muddy" and turn out different from what you want.

**Another factor**

Always remember that the condition of your hair should determine how often you color your hair. If your hair is damaged, thin, or chemically treated, you should give it a break in between colorings. Don't color any more frequently than four weeks, and try to last as long as six weeks.

**An alternative**

If you're someone who likes changing your hair color often, we suggest using a demi-permanent dye instead. This kind will fade after about 24 washes, so you can easily do a brand new color application without worrying about root re-growth or damage.

**Choosing the perfect color**

Every time you color your hair, you want to make sure your dye is the best quality possible. This will ensure you don't end up with fading color or damaged hair.

## OUR EXPERTISE

Heather Occhionero is the owner of Glo and a certified Colorist. She has years of training and experience correcting some of the most horrendous color jobs you've ever seen. If you want that eye-popping look you see on the magazine covers, rely on Glo's expertise, enthusiasm and experience - then call Heather at our Glo Extensions Salon:

Glo  
6001 S. Willow Drive  
Greenwood Village, CO 80111  
(303) 968-4222  
heather@gloextensions.com

## Frequently Asked Questions



**Q: WHY DO MY ENDS FADE FASTER THAN ANY OTHER PART OF MY HAIR AFTER I GET IT COLORED?**

A: Your ends are fried!! It's time for a trim because your ends are porous. Porous means your hair is dry and brittle. To find out if you have porous hair, here's a trick we use to SHOW clients how porous their hair really is. Take a glass of water and snip the most damaged part of your hair and put it on top of the water. If it sinks to the bottom it means your hair is damaged and porous. The faster it sinks, the more damaged it is. A great way to correct the damage is to use a once a week treatment for protein and moisture and to get regular trims.

**Q: I USED A TEMPORARY DYE AND I DON'T LIKE IT OR IT IS NOT COMING OUT OF MY HAIR. HOW DO I GO ABOUT GETTING IT OUT WITHOUT DAMAGING MY HAIR?**

A: Try adding two or three drops of liquid dish soap to your regular shampoo; i.e., pour shampoo in your hand and then add soap. Use it only on the hair that has the color on it. Rinse and condition. If this lifts some of the color, you can repeat it on a daily basis until the color is gone.

**Q: HOW CAN I GROW OUT MY COLOR WITHOUT AN OBVIOUS LINE?**

A: Have your colorist switch to highlights. Do a lot of lights the first time, then

progressively less. Three to four highlight treatments every 3 to 4 months apart should be sufficient.

**Q: MY RED HAIR SEEMS TO FADE OR GO BROWN WHEN I COLOR IT.  
WHAT CAN I DO?**

A: Red hair color is the most difficult to achieve. Two tricks I use are:

1. Seal the hair after coloring it with a clear demi-permanent color. This can be applied the same day as your regular color and should be applied to dry hair.
2. Use 30-volume peroxide on the ends, not the 20 volume that comes with most permanent color products. To do this you need to buy two boxes of the color you are going to use and a bottle of 30-volume peroxide. Mix them separately as you need them. The ends only need color on them 5-15 minutes.

**Q: I WENT TO A SALON FOR "PROFESSIONAL" COLOR AND I'M NOT HAPPY WITH  
THE RESULT. WHAT SHOULD I DO?**

A: If the result is completely off or obviously unprofessional, return to the salon, tell the manager and get your money back. If you need helping getting back to where you want it, give us a call; we do color correction all the time.

**Q: I DON'T WANT TO USE A PRODUCT WITH PEROXIDE BECAUSE IT WILL  
DAMAGE MY HAIR. CAN YOU RECOMMEND AN ALTERNATIVE?**

A: Using peroxide with permanent hair color is not the same thing as using straight peroxide on your hair. The peroxide mixed with hair color causes a chemical reaction to occur which in no way resembles peroxide alone. Today's hair color products contain conditioners and shine ingredients as well as buffers that can actually leave your hair in better condition than if you didn't color at all.