

# Color Aftercare Card

*Beautifully designed take-home card with washing, heat, and product recommendations.*

The card the client takes home after a color service. Short, practical, and the source of 30% of all retail upgrades.

## YOUR NEW COLOR — HOW TO KEEP IT

### THE FIRST 72 HOURS

- Skip washing for 48 hours minimum (72 if you can tolerate it). Color sets during this window.
- Skip pools, hot tubs, and chlorinated water — wear a swim cap if you must
- Skip heavy heat styling — air dry or low-heat blow dry

### WHEN YOU DO WASH

- Cool water only. Hot water opens the cuticle and fades color fast.
- Sulfate-free shampoo, every wash. Sulfates strip color in 2–3 washes.
- Color-safe conditioner from mid to ends, not at the scalp
- Wash 2–3 times a week max for colored hair — daily washing fades you faster than the sun

### BEFORE THE NEXT WASH

Brush dry hair from ends to roots before getting in the shower. Wet hair stretches and snaps.

### WATER QUALITY MATTERS

- Hard water deposits minerals that pull color brassy !' use a chelating treatment monthly
- Well water !' consider a shower filter
- Chlorinated tap !' finish every wash with a cool rinse + leave-in

### HEAT-STYLING RULES

- Heat protectant before every blow-dry, iron, wand — non-negotiable
- Drop iron temperature to 380°F max for colored hair (most clients run too hot)
- Air dry to 80% before applying any heat

### SUN, SAND, SALT

- UV breaks down color. Use a leave-in with UV filter on beach days and pool days.
- Rinse with fresh water before swimming — wet hair absorbs less chlorine
- Wear a hat for full sun days over 30 minutes

### WHEN TO COME BACK

- Single-process root touch-up: every 4–6 weeks
- Partial / full highlights: every 8–12 weeks

- Balayage: every 12–16 weeks
- Gloss refresh between services: every 4–6 weeks

## **THE GLOSS REFRESH**

A 30-minute gloss every 4–6 weeks doubles the life of your color. We do it as a stand-alone or as a free add-on if booked within your maintenance window.

## **WHAT WE RECOMMENDED FOR YOU TODAY**

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(Stylist writes in your specific products and home routine.)

## **THE BOOK-BACK**

Your next appointment is recommended on or before [date]. Booking before you leave today guarantees the same stylist and the same time slot.

Questions? Text us at: \_\_\_\_

Stylist: \_\_\_\_ / Salon: \_\_\_\_