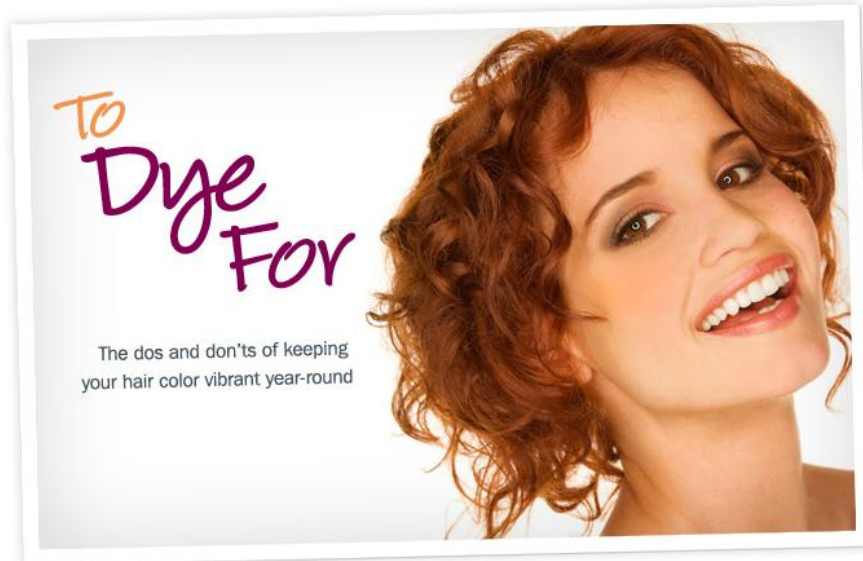


HAIRCARE products, tools and tips to make your tresses look tremendous



To Dye For

The dos and don'ts of keeping your hair color vibrant year-round

Whether you've dyed your hair to the perfect shade of blond, brunette or redhead, you want to give your color-treated tresses extra TLC to keep that perfect hue as long as possible. Even in the fall, don't forget that your luscious locks need to be shielded from the sun's damaging rays. "Sun is colored hair's No. 1 enemy, so it's important to fortify it with protection, just like your skin," says Nick Penna Jr., owner and lead stylist of SalonCapri in Newton and Dedham, Mass. Below are the dos and don'ts of preserving that expert dye job.

DO Get a Gloss Treatment

"Sunshine can not only lighten your hair but dull the depth of your natural color, which can make it look brassy and straw-like," says Penna, who recommends getting a gloss treatment in between coloring appointments.

It will freshen your color, hide grays and keep your hair looking polished until you can get to the salon, giving you a few more weeks before a root touch-up. The Salon at ULTA can customize a glaze treatment that works best with your color.

For day-to-day at-home shine, coat your pretty color with [Garnier Gloss Treatment](#).

DON'T Forget a Stylish Hat

To protect color-treated tresses, bring a hat with you wherever you go. "The sun will fade your color quicker than normal, meaning you'll need more frequent visits to the salon and will be spending more money on your coif," Penna says. Invest in a few superchic hats to add to your fall wardrobe. Even a trendy umbrella (or parasol, if you'd like) will do.

DO Deep-Condition Your Tresses

Locking in moisture is one of the most important steps to maintain vibrant hair color. Penna stresses, "Keep your hair hydrated!" If you don't condition or deep-condition, your hair will start to look dry (think split ends and extra frizz), which can affect the look and longevity of your color. Penna recommends getting a professional deep-conditioning treatment to lock moisture into color-treated strands.

For an at-home solution, use a hair masque, like [L'Oreal EverStrong Deep Replenishing Masque](#), once a week to add extra moisture.

DON'T Wash Your Hair Every Day

Though you may be used to washing your hair daily, it's not necessarily the best idea for your tresses. "Next to sun, water and sulfate-ridden shampoos are color-treated hair's biggest opponents," Penna says. To preserve a color-treated mane, alternate between a sulfate-free clarifying and color depositing shampoo, like [AG Colour Savour Shampoo](#). These specialized shampoos and conditioners are a bit more expensive than the usual drugstore variety, but they protect hair from premature fading. If you're concerned about the splurge, Penna suggests using the expensive products every other time you wash your hair and a cheaper alternative on the opposite days. It will prolong the life of the product.