

ELLE

15 Expert-Picked Purple Shampoos That Will Keep Your Blonde Hair Blonde

— *Your ass is brass without them.*

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Nothing induces mad panic quite like the moment when, a week out from a fresh dye job, you realize your blonde hair is deteriorating into a dull, yellowy mess. The importance of finding ~your~ purple shampoo is as key as finding a colorist who can handle a three-hour spiel on your *Vanderpump Rules* conspiracy theories. So we tapped a few experts to list their favorites.



SACHAJUAN

SACHAJUAN Silver Shampoo

amazon.com
\$28.00

SHOP NOW

“SACHAJUAN Silver Shampoo is a miracle worker. This violet-pigmented shampoo and conditioner not only counteracts and neutralizes unwanted yellow/ brassy hues, it also repairs, moisturizes & adds UV protection simultaneously,” says Trey Gillen, Artistic Director of Education at Sachajuan. Gillen also states that the shampoo and even the silver conditioner is “perfect for blonde or grey hair tones, and it can even help cool brunettes stay true to tone.”