

Beauty NEED TO KNOW

L'Oréal Paris
Advanced Haircare
Color Vibrancy
Conditioner, \$4.99



Nexus
Color Assure
Conditioner,
\$19.99



SHAMPOO SPARINGLY

Summer's heat can make it tempting to wash your hair more than usual, but excessive shampooing can prematurely strip your color and dry out your strands. If you have fine hair, aim to cleanse it every other day; those with thicker hair should wash it no more than twice a week. And make sure to always use color-safe formulas on color-processed hair. To extend the time between washes, work a little color-safe conditioner into damp hair, then rinse thoroughly, suggests New York hair colorist Marie Robinson. It will help reduce the amount of oil and product buildup on the days you are not using suds.



PROTECT YOUR HAIR COLOR

Follow these expert tricks to keep tinted tresses looking shiny and vibrant



Aveda
Sun Care
Protective
Hair Veil,
\$28

BLOCK THE SUN

While a hat is your best bet to prevent hair-color change, an SPF spray with UVA and UVB filters will help to block the rays that cause pigment loss. Robinson recommends applying a hydrating treatment like Osyrium Colorist Cure (\$55 for four treatment packets) before diving into the ocean or pool. The soybean-oil-and-vitamin-E blend creates a barrier around the hair shaft and keeps it from absorbing salt and chlorine.



Joico Color
Balance Blue
Shampoo,
\$15.99

Christophe Robin
Shade
Variation Care
Nutritive Mask in
Chic Copper, \$51



TREAT & REPAIR

If your hair develops orange or brassy tones, try an at-home color-correcting product. The classic purple Clairol Shimmer Lights Shampoo (\$10.99) works for blondes and light brunettes. Darker brunettes can use Joico's blue-hued formula, while redheads should look for red-toned treatments like Christophe Robin's mask. ■