

# THE HAIR HACK SERIES

WITH UPLIFTED SALON

BUST YOUR BRASS

## Feeling yellow?

Maintaining the perfect blonde color in between salon visits can feel impossible.

We've created this how to guide dedicated to purple shampoo just for you.







## Who Is Purple Shampoo For?

### IDEAL FOR:

Blonde babes! If you're a brunette with caramel pieces- skip the purple shampoo.

Purple shampoos target yellow and caramel has an orange undertone. This means the purple shampoo won't work for you!





## When To Use:

- ONCE YOUR HAIR HAS STARTED TO SHOW WARMTH POST HAIR COLOR APPT.
- DO NOT USE THE FIRST SHAMPOO AFTER BLONDING SERVICE.
- IF YOU SHAMPOO TWICE A WEEK, ONLY USE THE SHAMPOO ONCE A WEEK. IT'S CUSTOM TO YOU- BUT REALLY ONLY USE IT AS NEEDED!





# Why Only Once a Week?

Too much of a good thing can be a bad thing! Purple removes the unwanted warmth- but over doing it will eliminate too much warmth and actually leave you looking darker (when you want to feel bright). As a result you won't be able to reflect light and you'll lack shine.





## Helpful Tips:

*-IF THIS GUIDE HAS YOU FEELING TIMID, SIMPLY MIX YOUR PURPLE SHAMPOO WITH YOUR EVERY DAY SHAMPOO TO CREATE A COCKTAIL TO AVOID DULLING OUT YOUR BLONDE.*

*-NO NEED TO SHAMPOO WITH YOUR DAILY SHAMPOO FIRST, SIMPLY WET YOUR HAIR AND APPLY YOUR PURPLE SHAMPOO.*

*-LET SIT FOR ABOUT 3 MINUTES. THIS WILL BRIGHTEN YOUR LOCKS WITHOUT DULLING.*