

# Damage Control

Getting high-definition hair color doesn't always happen in one take (much to the chagrin of advertising executives). That's why on-set colorists have become experts at impromptu damage control.

**Problem:** You went too dark.

**Solution:** "The joke is that Prell will take everything out," Vo says. (The joke is only a half-truth—the concentrated shampoo won't entirely undo a hair-color disaster, but it will help.) Other corner-store items will also work. On location in a remote area of Canada, the model's dye turned a regrettable shade of brown, Vo recalls. "I typically don't bring stripping agents when traveling, so we made our own with a mix of lemon juice and beer." Vo's recipe: Apply half a can of beer and the juice of one lemon to hair. Rinse thoroughly.

**Problem:** A quick glance in the rearview mirror reveals a few errant grays.

**Solution:** You can use mascara to blend

any uneven areas by the hairline, as on-set colorists do when they've missed a spot. Rhys is a fan of M.A.C. Brow Set in Sophisticated. Another option is Color Mark. The temporary liquid color comes in a cotton swab-like applicator that also includes a fine-toothed blending comb.

**Problem:** Your red is fading fast.

**Solution:** "Red is the trickiest color," Vo confirms. One inexpensive way to keep your red vibrant can be found at the craft-services table: V8 juice. "Soaking red hair in this tomato-juice mix adds life to the color. If your hair is coppery, leave it on for five minutes. If it's auburn, leave it on for 20."

**Problem:** Your dye job needs more shine.

**Solution:** Add a little oomph to your color by washing your hair with equal parts shampoo and the hair dye you used, Licari suggests. (Buy two boxes, just to be safe.) The concoction will reveal shinier, more vibrant color.

# Women's number one complaint about hair color is a dye job that fades too fast.

## Color Guards

A bumper crop of at-home products promises to create and maintain richer color—and if all goes well, cut down on time spent in the salon chair.

### FOAMS

The rinse-out **Matrix Shade Memory Color Enhancing Foam Conditioner** and **Keune Color Mousse** styling products fill in any faded spots. Unlike color-depositing shampoos, the foams are much less dense and won't drip on or dye your skin or compromise your base color (not to mention ruin a freshly scrubbed tub). "They can temporarily make color look more uniform," says cosmetic chemist Ni'Kita Wilson.

### SHIELDING BALMS

Those who prefer to dye their hair in the privacy of their own bathroom can now avoid the very public mistake of a tinted forehead or broken-out hairline. "Permanent dyes put the hair through a harsh oxidative process—something you don't want your skin to endure," Wilson says. Both **Repelle Skin Shield Wand** and **Tweezerman Prima Tint** provide a nonirritating, moisturizing barrier against any errant drips. "In a pinch, Vaseline will also work," Wilson says.

### HEAT TOOLS

Styling tools pose the biggest threat to the life of a dye job, but they've started

showing their sensitive side. **Rusk Color Freak Porcelain Ceramic Iron** is designed for color-treated hair, with plates that can be heated to a mild 140 degrees—much lower than the temperature of most other irons. "Hair that's dyed blonde is more susceptible to damage," Wilson says. "It's important to treat it gingerly, so use a low heat setting." The irons top out at 446 degrees, which should be reserved for darker hair. To further minimize heat damage, Wilson suggests using ionic blow-dryers, since they dry hair quickly.

### PREMIXED DYES

**Colour Revolution the Mixer** is a dual-chambered syringe that deposits dye on your roots for touch-ups. Since it's premixed, it's easier to handle and more mistakeproof.

### ANTI-FADE PRODUCTS

Developed to address fading—women's number one complaint when it comes to hair color—**L'Oréal Paris** infused its new **Professionnel Vitamino** line with a silicone-based film that protects the surface of the hair (made porous by the dyeing process) and repels water (which can penetrate the cuticle and wash out your color). "It forms a shield around the hair shaft," Wilson says.