



Ello Pretty 

after color hair
care!





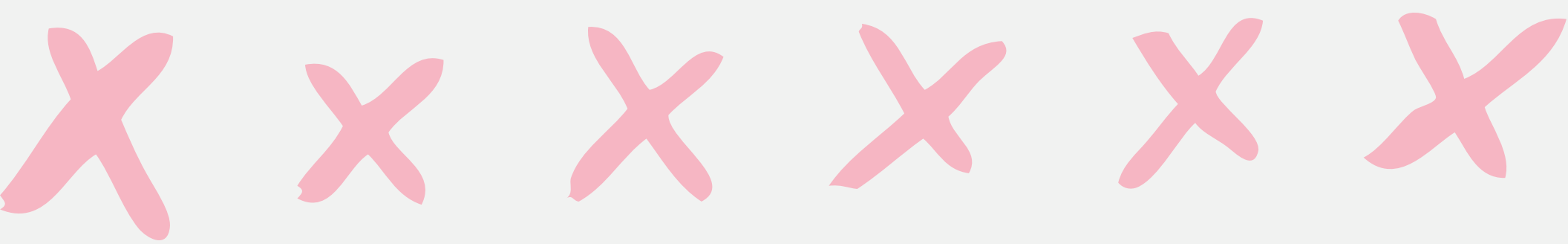
your fresh new color.

Wait 48 hours before washing your hair. Here's why: Oxidation happens when the color pigments secure to the hair strands in this time period. If you wash before the 48 hour period, this can cause your hair to fade extremely fast.

the lightening process.

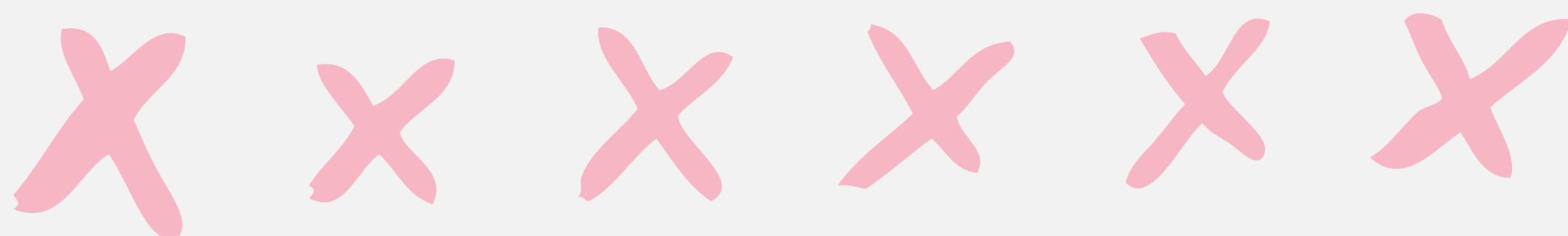
Lightener is applied to your hair to remove color pigment. Hair is made up of 90% Kertain protein, which is naturally yellow. The color pigments in your hair range from red, orange, yellow, pale yellow. The darker your natural hair color is the more pigment you have to work through beginning at red. When lightener is applied we are removing those undertones layer by layer. Each layer varies in thickness from person to person which is why any lightening process typically takes multiple sessions. This is where a gloss comes in to play, we like to call it 'mic drop moment'!





the gloss breakdown.

A gloss is a demi-permanent hair color added to your hair after we have lightened it to your desired level. Glosses are designed to cancel out any unwanted pigments that naturally come through during the lightening process. Demi-permanent color lasts anywhere from 6-12 shampoos. Ello Pretty advises guests to shampoo their hair only 2-3 times a week to ensure proper natural oil production & longevity of their color. We also recommend maintenance glosses every 6-8 weeks to keep those unwanted tones at bay and to keep your hair staying pretty. A customized gloss is included in our lightening services, however, multiple glosses may be needed to achieve your desired look at an additional cost.



doing everything right but still riding
the struggle bus?

SUN EXPOSURE: Protecting your skin from the sun is just as important as protecting your hair! Sunscreen for your hair?? Yes!! Some of our products offered at Ello Pretty have built in UVB, UVA protectants in them keeping your new color protected! Ask us about which are right fit for you!

HARD WATER: What is it? Hard water is water that has a high mineral content. High mineral contents can cause extreme hair color fading, build up on your scalp, and hair dryness!

Here's how to fix it:

1. Install a shower head with a built in filter to keep those minerals away from your hair!
2. Use a Clarifying Shampoo once a week.
3. Ello Pretty offers a hard water treatments in salon.



WRONG SHAMPOO: Shampoo will either save your color or kill it, real quick! There are some ingredients that are found in non salon sold products. (Ask us about the ones see you in the local drugstores. It's called diversion & you might not be getting what you paid for!) These ingredients are added to shampoos because they are cheap foaming agents, however, they will strip your color almost instantly! They are also linked to direct damage to the hair follicle and scalp irritation.

stay pretty,



Ello Pretty 

