



5 Quick Facts You Need To Know When Considering A Fashion Color



The processes necessary to achieve beautiful Fashion or Unicorn Colors differ in many ways from traditional haircolor and highlighting/lowlighting procedures.

The information on the next page will help you to determine if opting for a Fashion or Unicorn Color is right for you.

FACT #1:

IT WILL MOST LIKELY TAKE MULTIPLE PROCESSES OVER MULTIPLE SALON VISITS TO ACHIEVE THE FINAL COLOR RESULT YOU WANT.

If your hair is naturally dark, has been colored dark, or you are currently a level darker than a “dark blonde,” your hair will have to be lightened to a very light, almost “white” blonde, to begin the process. Even if you’re already blonde, the process of achieving the bright, pastel color you desire will almost definitely take multiple applications and processes.

FACT #2:

LIGHTENING HAIR TO A LEVEL WHERE FASHION COLORS CAN BE ACHIEVED CAN COMPROMISE THE INTEGRITY OF YOUR HAIR.

Hair loses strength and elasticity the more it is lightened. “Forcing” your hair into a very light color can compromise its integrity, requiring specific reconstructing professional in-salon and home maintenance products to reverse the effects. Be sure that you understand the costs associated with the necessary in-salon and take-home products we will require you to use, as well as the commitment to using them regularly at home.

FACT #3:

FASHION COLORS ARE HIGH MAINTENANCE AND DO NOT LAST LONG.

Because Fashion Colors are dyes, not cuticle-penetrating molecules, they simply “stain” the cuticle and are temporary. You should not expect pastels to last more than 1-2 weeks, even with proper home maintenance. These dyes rinse from the hair’s surface and will quickly look faded.

FACT #4:

FASHION COLORS ARE COSTLY TO UPKEEP.

Your fashion color visits will all be priced separately, according to the processes that are necessary for your stylist to use at each visit. These multiple visits can become costly, and because the colors will fade quickly, maintenance can become very expensive. Even if you are using the home-maintenance products we recommend, you will have to schedule consistent salon visits to keep “layering” the color for maximum longevity. And if you decide to switch from one pastel color to another, the process has to begin all over again.

FACT #5:

SCHEDULE A CONSULTATION WITH YOUR STYLIST PRIOR TO MAKING YOUR FASHION COLOR APPOINTMENT.

This might be the most important part of the process! Your stylist needs the opportunity to analyze the integrity of your hair, outline the processes necessary to achieve your desired result, identify the cost and long-term maintenance associated with your fashion color choice, and allocate the appropriate appointment times that will be necessary. Our stylists can clarify the entire process for you, including the financial commitment, before you begin. Your signature will confirm your understanding and commitment to this information.

We hope that this information is helpful to you in making the decision to choose the Fashion Color process that is best suited for you!!!