

When Gray Matters

Salon professionals share what really works for gorgeous, long-lasting color

BY PAM GEORGE



Color You Beautiful

Whatever process you choose, take steps to keep your color vibrant.

Shampoo less frequently since water washes away the color. Experiment with hair-styles to extend time between shampooing. Put your hair up, wear a hat or grab a scarf, stylist Vasken Demirjian says.

Use sulfate-free shampoos. Salon owner Thomas Heinz recommends Pure Luxe products and the Harmonic line, both by Intelligent Nutrients.

Condition gray hair, which can get wiry and responds more to humidity. Colorist Tina Dizon likes vegan-friendly Unite products.

Apply UV-protective products. Demirjian suggests the Kérastase Paris line.

Before swimming, rinse your hair with water and apply a barrier product, such as Intelligent Nutrients' hair and scalp oil, Heinz says. Twist your hair into a bun or ponytail. After swimming, shampoo and condition.

Use a hair masque at least once a month to hydrate.

Avoid hot styling tools. "Today, they're way too hot, leaving your hair shaft and cuticle as porous as a pine cone," Heinz says.