



# Hair Today

## At-Home Haircolor 101

(NAPSA)—It's truly to "dye" for: During the fall season, people are usually looking for natural-looking haircolor instead of the sun-streaked tresses associated with summer. At-home haircolor allows you to transform your look or revamp your current coif without paying salon prices.

Before you head to the store to pick up the right shade for your locks, Chuck Hezekiah, a Garnier Nutrisse haircolor expert, offers some insightful answers to many common haircolor questions:

**Q. Overall, what is the number-one problem you might encounter when coloring hair?**

A. Nine times out of 10, the problem is with misapplication of the color.

If you are a blonde seeking to darken your color, you should choose something with a warm base (either an auburn or golden tone). When you pick ash colors to go darker, they can come out looking flat. If you are looking to go blonde, keep in mind that at-home haircolor only has the ability to lighten up to three or four shades. If your hair is light brown or lighter, you can use a blonde shade to get to a natural-looking blonde.

When going red, people usually pick a red that's too dark. However, if you're unsure of which shade to choose, it's usually better to go with the lighter one; it's always easier to darken something that's too light than it is to lighten something that is too dark. And because red colors fade quickly, redheads should have color touch-ups every four to six weeks.

**Q. What ingredients should you look for in a product to get the best results possible?**

A. Natural ingredients are always best. One of the keys to achieving and maintaining bril-



**Celebrities, like Sarah Jessica Parker, often change their hair color to keep up with the latest fashion and beauty trends.**

liant color is keeping hair in good condition. Grapeseed oil, avocado oil and vitamin E, which can be found in all of Garnier Nutrisse's 37 different shades, help nourish the hair.

**Q. What are the best things you can do to maintain your color?**

A. The first thing to look for is a shampoo and conditioner specially formulated for color-treated hair, like Garnier Fructis Fortifying Shampoo and Conditioner for Color-treated Hair. A deep conditioner, like Garnier Fructis Sleek & Shine Deep Conditioner, helps keep the hair looking healthy and nourished. Monthly trims are also very important to your general upkeep routine.

To maintain healthy, strong hair, apply touch ups only to regrowth at the root. This prevents discoloring and over-processing by only coloring the new hair instead of the whole head. With correct application and proper hair products, you can enjoy healthy, beautiful hair and rich, lasting color.