

***** Purple Shampoo – product copy

All blondes know that finding that perfect blonde shade takes time, money, and a commitment to keeping the color as fresh as when you left the salon. While it's up to your professional stylist to provide a **blonde toning service at the salon**, you should still be committing to maintaining your hair color at home. That's where the beauty of **purple shampoo** comes in.

Purple shampoo is an absolute necessity for blondes to use in between hair coloring sessions as it easily helps keeps your blonde beautiful.

Purple shampoo is just that—a shampoo with purple pigments that helps to keep undertones at bay. Think of it as your at-home toner that helps to beat brass.

The concept of purple shampoo might sound a little crazy to the blonde newbies, but ask any tried and true blonde and they'll tell you it's a must-have for keeping hair looking strong and bright.

If you think of a color wheel, as basic as it sounds, whatever color you want to cancel out is directly across from it. Directly across from yellow is purple. So, the purple helps eliminate unwanted yellow colors from the hair.

It's a way to brighten the color to a cooler tone, so if the hair has a little bit of a yellow tone, a pigmented purple shampoo is going to neutralize that warmth.

Keep in mind that purple shampoo does not replace your **regular shampoo** and should only be used once or twice a week. There is such a thing as too much purple.

When you eliminate too much yellow, it visually ends up darker and a lot of people don't want it to look darker. So if you **wash your hair twice a week**, use the purple shampoo only once a week to keep the hair bright but not yellow.

Purple shampoo can be mixed with regular shampoo to add some of the violet pigment into a regular hair cleansing routine without any risk of going overboard.