



Contact:

Ivana Mariani
Langton Communications Inc.
Phone: 905-893-0630
Email: ivana@langtonpr.com

Donna-Lee Langton
Langton Communications Inc.
Phone: 604-221-9370
Email: donnalee@langtonpr.com

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Schwarzkopf Professional IGORA COLOR10 presents 10 tricks of the trade
TIPS FOR KEEPING YOUR 10 MINUTE HAIR COLOUR LOOKING SALON-FRESH

Schwarzkopf Professional IGORA COLOR10 made it possible to get your hair coloured according to your schedule, in the morning, after work or on your lunch break with **the first and only 10 minute professional permanent hair colour**. Getting your hair done used to take up to 45 minutes. So, now that **Schwarzkopf Professional IGORA COLOR10** has made getting professional permanent hair colour a breeze, we should all take a minute out of our new-found free time and make sure to take the necessary steps to **keep** your colour looking like you just stepped out of the salon.

IGORA COLOR10 isn't just about great colour and saving time but also having professional looking, healthy, manageable, beautiful hair. So here are the top **10** tips and tricks of the trade according to **10** of the top **Schwarzkopf Professional** stylists from all over Canada.

TOP 10 TIPS for PRESERVING YOUR HAIR COLOUR

¹⁰ "People will spend \$150 on their hair and turn around and use drugstore shampoo and conditioner. Proper colour care starts with the right shampoo and conditioner. The shine you get from the IGORA color10 is the best I have seen in 29 years of experience. The colours are the most true to their swatches than any other colour I've ever used." – **Michelle, Salon Utopia; Windsor, ON**

¹⁰ "Use shampoo and conditioner for your *specific* colour. I like to take out a little of the shampoo and fill it back up with the IGORA Color Gloss that compliments the colour I'm applying. This gives you your own, custom salon quality shampoo at home." – **Lisa Robinson, Mint Hair Lounge; Vancouver, BC**

¹⁰ "With the winters we experience in Canada, we expose our hair to a lot of dry heat in the car, home and office. A leave-in spray conditioner will absolutely protect against static and that will protect your hair colour." – **Heidi, Shear Bliss; Morden, MB**

¹⁰ "Allow your shampoo to sit in your hair for one to two minutes before rinsing. This allows all the protective ingredients to deposit into the hair structure. After shampooing, towel-dry your hair until you have removed about 50 per cent of the water. Apply the conditioner; gently massage into your roots down to the ends, leaving it on for seven minutes. As you move your fingers to your ends, gently close your fingers and drag conditioner to ensure you have closed the cuticle. This means more protection and beautiful colour." – **Will Halabi, Chrome SpaSalon & Beauty Lounge; Edmonton, AB**

Con'd...

¹⁰ “You should use the BC Color Save line including BC Colored Ends. Then, try to wash your hair every second day. That will really seal the cuticle down and help to seal the colour in.” – **John Sebastian, Studio Bob & Pine**; Trois Riviers, QC

¹⁰ “If you’re going to spend your time and money on quality hair colouring treatments, the quality of the colour and hair can be guaranteed by many salons if you use what the stylist recommends. It is a good idea to invest in the haircare products they suggest to you.” – **Lou Petrie, ECHO** salon; Kingston, ON

¹⁰ “If on Vacation you should try to protect your colour. You can wear a hat when sitting in the sun but if you’d rather not wear a hat, BC repair hair rescue treatment can be put into the hair before spending the day in the sun and rinsed out when your day in the sun is finished.” – **Matty Conrad, The Lab**; Victoria, BC

¹⁰ “If you’re going outside in the summer without protection, use the BC Sun Protect line of shampoo, spray conditioner and after-sun treatment for full protection. The line protects hair against UV rays, salt and chlorine while using amino cell rebuilding technology to repair, sooth and refresh the hair.” – **Fred Bosco, Giovanni & Perri**; Barrie, ON

¹⁰ “Use the BC Color Save Shampoo and Conditioner because after you colour your hair it is your insurance for keeping your colour protected. Use the shampoo and conditioner to save and protect the hair from fading and being dull, and to keep your colour lasting longer. You have to maintain and keep up with care; it is your warranty for your beautiful, new colour.” – **Ali Kassab, Rain Salon & Spa**; Edmonton, AB

¹⁰ “For the first 48 hours after you get it coloured you really shouldn’t wash your hair; the colour has to oxidize and you need to allow the cuticle to close in order to secure your colour. If you have to wash your hair within the first 48 hours you should use cooler, luke-warm water and use a shampoo with a pH of three or four. The difference this will make on your colour’s longevity is about two weeks.” – **Roy Jouni, Carte Blanche**; Orleans, ON

IGORA COLOR10 became available in salons May 2010. To experience the new IGORA COLOR10 media can contact ivana@langtonpr.com.

Schwarzkopf Professional, a division of Henkel Consumer Goods Canada Inc. is part of the business unit cosmetics/toiletries of the Henkel Group, Düsseldorf, and is worldwide one of the leading suppliers in the hairdressing business. Based on a professional partnership with the hairdresser, the focus of Schwarzkopf Professional is to provide innovative concepts and services, which match the needs of international salon businesses. Schwarzkopf Professional is present in over 80 countries. Well known international brands include IGORA (colour), BLONDME (colour), SEAH HAIRSPA and BC hairtherapy (care), and OSiS (styling).