

# We Are

# Bleaching and Lightening Aftercare Guide

For freshly lightened hair – preserve, protect, and pamper.

## 17 First 72 Hours (Critical Window)

1. **Avoid Washing Hair.** Wait at least 48–72 hours before your first wash. This allows cuticles to fully close and minimizes damage.
2. **No Heat Styling.** Refrain from using straighteners, curling irons, or blow dryers. If your hair happens to get wet let it air dry or gently dry with cool air.
3. **Skip Tight Hairstyles.** Avoid buns, braids, or ponytails that create tension and could cause breakage.

## 🧴 Washing Routine

1. Use Low/Sulphate-Free, Colour-Safe Shampoo.

◦ Look for formulas designed for colour-treated or bleached hair (We recommend Revlon Professional Restart Bond Repair Cleanser).

◦ Condition mid lengths and ends with a hydrating conditioner (We recommend Revlon Professional Restart range, available for all hair types)



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1. Purple Shampoo (1–2x per week) o Neutralizes brassiness/yellow tones. Don't overuse—can dry out hair or leave a violet tint. (We recommend Revlon Professional Restart Sulphate Free Purple Cleanser)
2. Deep Conditioning Weekly. Use a mask rich in protein and moisture (We recommend Revlon Professional Restart Masks available for a range of hair types)
3. To strengthen your hair further use a bond repair system periodically (We recommend K18 bond fixer).



### Styling Tips

1. Always Use Heat Protectant. If you must use heat tools, apply a thermal protectant spray or cream first. (Uniq One All-in-one and Equave purple leave in conditioner are our favourite)
2. Limit Heat to 1–2x Weekly. Keep the temp under 350°F (177°C) for styling tools.
3. Embrace Leave-In Products. Leave-in conditioners, bonding oils, and anti-frizz serums help restore hydration.





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## Lifestyle & Environmental Protection

1. UV and Pollution defence. Wear hats and use products with UV filters to prevent fading and dryness.
  2. Chlorine & Saltwater Care. Before swimming, soak hair in clean water and coat with conditioner. Rinse immediately after swimming.
  3. Sleep Smart. Use a silk or satin pillowcase to reduce friction and breakage.
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## Watch for Warning Signs

- Gummy or stretchy strands → Overprocessed, needs protein.
  - Excessive shedding or snapping → Needs a moisture/protein balance.
  - Brassy tones returning quickly → Time to refresh with toner or gloss.
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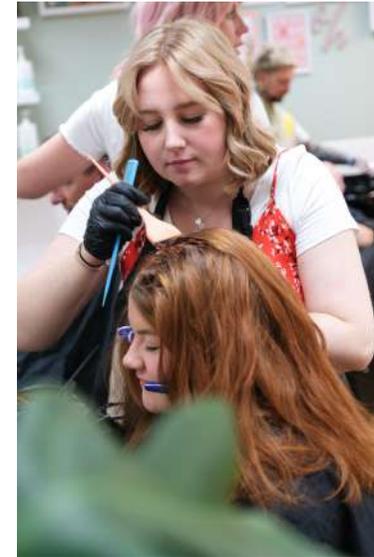
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## Suggested Maintenance Timeline

Week Care Task

- 1-2 No washing, deep condition, avoid heat
- 3-4 Start purple shampoo use
- 6-8 Gloss or toner touch-up to refresh tone, trim ends if needed.
- 8-12 Full colour refresh, trim & treatment recommended



## Stay Connected With Us!

We absolutely love seeing your transformation and hearing about your experience! If you're happy with your results, we'd be so grateful if you left us a review, it truly helps our small business grow. Don't forget to tag us in your posts and photos so we can celebrate your new look with you! Whether it's a selfie, a reel, or a story, we'd love to feature you (with your permission, of course). 📍 #Wearesalon @weare\_salon