

**WHY  
NOT**  
HAIRDRESSING

**YOUR ESSENTIAL GUIDE TO**

# **HAIR COLOUR**

Marco Vettorello



# Your Essential Guide to Hair Colour

by  
Marco Vettorello

Thank you for taking a step to better understand hair colouring.

First I must say the combinations of a hair colour consultation are infinite and the aim of this simple guide is hopefully to give you more clarity whether you are thinking of colouring your hair, have existing colour and not sure what to do in the future or you want to stop colouring your hair altogether.

I will try to be not too technical because this guide is also meant to be read by someone with no knowledge of hair colouring.



## IF YOU NEVER COLOURED YOUR HAIR IN YOUR LIFE

If you never coloured your hair in your life and you are thinking of trying a bit of colour, chances are that many of the questions in your head are :

*Will it damage my hair?*

*Will it look silly?*

*Will I be a slave to roots coming out as regrowth meaning I have to do the roots all the time?*

*How dark? How light shall I go?*

*Shall I do a colour all over or highlights?*

*What is Balayage?*

*I have grey hair coming out more and more what can I do? I look old !.*

These are few of most common concerns I have encountered in my 25 years of colourist career from women of all walks of life, and all ages from 15 to 80 years old, housewives, career-oriented women, actresses, retired women etc. ....

What I want to say here is that it is totally normal and many women like you have this

questions or concerns when thinking of trying hair colour for the first time ...

now ...

My best suggestion for anything you never tried before really would be " go slow ".

Nowadays as a starter, we have available to use semi-permanent colours and also ammonia free colours that have very little impact on the overall reaction on the hair and on your overall experience in terms of how "scary it will feel".



Ammonia free colours come in different brands and they could also differ between them in slightly different ways.

The very best for a first timer I would say are ammonia free colours that are mixed with very low strength peroxide ideally 3 to 6 volumes depending on your hair thickness.

These can cover your grey hair ( if you have any ) leaving a feeling of transparency and these products will not change all of the structure of your hair but will only affect the outer layer of your hair.

Let me explain...

Imagine if you magnify a single hair on the microscope it would look like a " tree trunk " and this product affect only the outer skin of the " tree trunk".

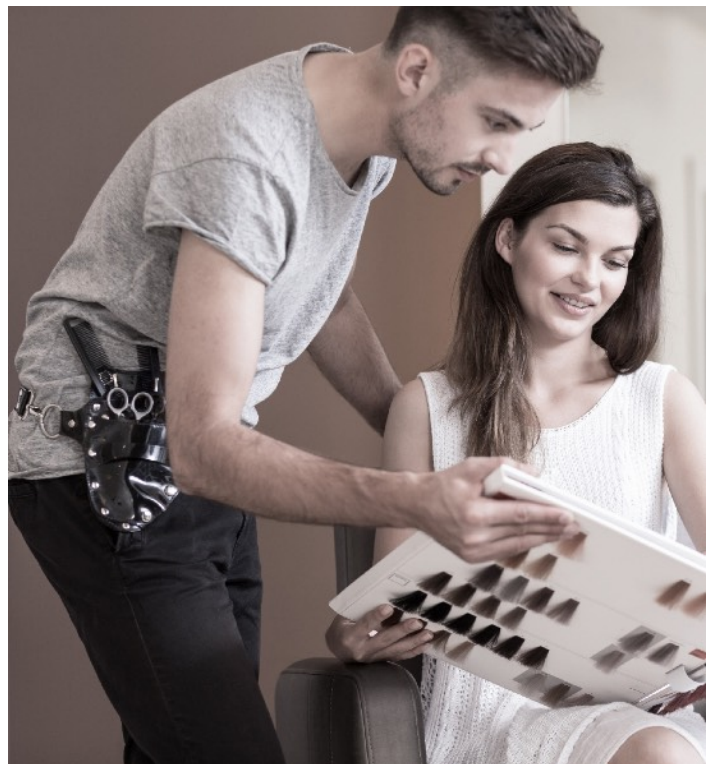
These products also depending on brands normally gives you an amazing shine and will not " damage", "treat" or "sensitise" your hair at all.

At the moment I am a fan of Diarichesse and Dialights from l'Oreal, sometimes these products we also call toners.

Please, I have to clarify here that most hairdressers sometimes use the exact same product on your hair but whether we

call it " toner" or " semi-permanent colour " it depends from the shade of tone we mix and especially how long we are going to leave it on to process in your head.

The easiest case if you are naturally of darker tones somethings like a black/dark brown to some tone that you would still call brunette, brown or light brown you are on a ideal case scenario because choosing a shade not too different from your natural hair colour will give you the opportunity to apply this product which will cover/mask grey hair ( if you have any ) and you could add a reflection to your natural tone which will make your hair very shiny/ glossy.



This case scenario works wonders if you go for any shade that is between a dark brown to anything that you would not call blonde and you add a reflection to the colour which is normally some warmth that will add richness and fullness to the colour.

Also to mention these products will not give you a strong line of regrowth when your roots grow out.

Of course, you can also have cooler tones but remember anything that pushes towards gold, warm and "red " always will look shinier than anything that pushes with cooler tones ( ash or green ).



Other ammonia free colours, just to mention a different one, is Inoa, again from L'Oreal, which is ammonia free. But because Inoa wants a stronger peroxide mixed with it, Inoa becomes a permanent colour that changes all of your hair structure ( all the core and outside of the "tree trunk" example I mentioned above ) giving you still a line of regrowth when your roots grow.

Nonetheless Inoa is a great ammonia-free permanent colour that respects your hair structure in the best way available with today's products.

I am not sure you want to go for Inoa anyway if you are having colour for the first time.

Also to mention you could have a highlight or low light done of course.

Highlights are always meant to lift or go lighter when low lights are meant to go darker or stay the same tone as your natural hair.

Highlight/low lights are normally applied with tin foils and will show on your hair as strands ( not all the hair would be coloured just some strands ) ... these strands can be very fine,

medium or thick depending on the desired effect and also the overall result can vary following the shades/tones of colour applied.

Highlights are also a very good idea to start to colour your hair for the first time.

Highlight could add a very natural effect like if your hair literally were in the sun for a long holiday and the very good thing about it is that at the same time if the highlights strands applied are not too many and not too attached between them the overall effect will not give you a very visible regrowth when the roots come out which mean as well not having a very high maintenance ( ones or twice per year ).

Other ways of having some colour done without having to bother redoing the roots too often are the techniques of balayage, ombre and free painting; what all these techniques have in common is that with all of them you will not have to bother redoing the roots too often ( 2 times a year ) because the effect of these techniques involves colouring your hair from the mid length to the ends only, the colour will not be near the roots therefore there is already a blend between the roots and the coloured hair giving you basically “ a no need to colour the roots “ ( you can say that it looks like you have 6 to 8 month natural roots already grown when finished ) that is right !

The roots will maintain the natural colour unless you have grey hair  
in that case, if you wish to cover your grey hair we will have to recreate your natural roots colour artificially and that's fine but that will involve then you redoing the roots only ( to cover greys ) every 3 to 5 weeks to keep your overall look in a well-maintained standard.

These are few ideas if you want to explore hair colour for the first time in a very cautious way.



## IF YOU HAVE EXISTING HAIR COLOUR IN YOUR HAIR

If you have existing hair colour all over on your hair most probably you all ready have acquired a good rhythms of maintenance .

(veterans on colour .. )

Very difficult for me to give you much precise clarification and advice here as the combination are endless ... generally the most popular comments/complaints I get are the up-keep of the roots .

A pain in your life :)

If you have grey hair coming out your scalp to avoid the contrast of regrowth against the all ready coloured hair, the fairer/lighter the colour you apply the lesser the contrast with the grey hair growing out: the darker the colour the more the contrast you will notice when the greys grow out.

Likewise if you are blonde naturally and do a darker colour , the more the difference between the 2 colours the more you will notice regrowth.

If instead you have highlights chances are that you are in some sort of blonde situation.

Again often women asked me how to extend the time in between visits when they have to refresh the roots for their highlights.



My advice always is to do less highlights and try to keep the majority of your hair colour on the roots natural so you only have few strands starting from the scalp connecting to the existing highlights colour.

I have to say there is a level of acceptance you must have to be able to see more of your natural hair colour on the roots, that would be one way on how you can extend the time in between visits to refresh your roots with highlights.

Another way that you could try if you have highlighted hair to extend the time in between the visit for your roots is to transition to a service such as balayage, ombre or free painting the same way I have suggested above in such a way that this type of services give you already an effect that you will need to maintain once or twice a year in regards of the roots.

These are few ideas if you want to explore how you could extend the time in between visits to top up your colour ...



## IF YOU WANT TO STOP COLOURING YOUR HAIR ALL TOGETHER

This is not a hairdressers dream because we love to colour your hair in a way of enhancing your personal image.

I am sure that every hairdresser agrees that a 20 years old woman a 40 years old woman and an 80 years old woman will always look better with some improvements in their hair colour whether all over or some highlights or some tweaks here and there.

It is also proven reality that coloured hair is shinier than natural hair.

After saying this if you really want to go back to how your mum gave you hair well here is how you do it.

Hoping that you come from any of the combinations that I have suggested above let's examine a couple of cases.

Recently I had one of my long-term clients I mean 10 years she has been coming to see me and yes slowly she asked me how she could go back to be all grey when we were doing ( in my opinion ) beautiful highlights.

Now the majority of her hair was all grey so slowly we started doing less and less strand of highlights and in every service visits I was doing less and less strand of highlights and at some point when the ends of the hair were only coloured and from the roots to the mid-length she had natural hair.

I suggested to keep on doing some very grey and ash toners to balance her now old yellow ends and the result was great overall she maintained a very very good image until eventually, all the colour came out over a period of time.



Now she is a happy sixty years old woman and she is proud of her grey hair/silver look.

This is an ideal example. Let's talk about the worst example let's say you are 100% grey and you are doing a black colour obviously all the time that you have been wearing this sort of colour you were battling with the roots showing with great contrast.

To come out of this my best suggestion would be to strip as much colour as possible from your hair and try to lift it and turn you into as much blonde as we can get it.

This will have to be done in stages to respect your hair and also to respect what you see in the mirror because these big changes are only for who have psyched up mentally properly or it can look really strange and you end up not liking anything about it.

Generally, the idea would be to " accompany and fade " your roots out of your scalp always maintaining a tidy look throughout without looking silly and over time get rid of the colour.

Also to mention recently is available to professionals only an additive that is mixed to the colour that acts as a protection to any hair and not only this product will protect your hair it also works as a treatment to strengthen the bond of your hair

As a result, this additive makes your hair simply stronger, softer ( not in a limp way but in a healthy way ) and shinier.

This product can be used inside the colour or as a stand-alone treatment giving you back simply better healthy hair like they were always been yours! True and proven !! Ask me about it !!

I hope I helped in to clarify some of the thoughts in your mind if you were thinking about hair colour.

If you want to explore more I am/we are available for totally FREE personalised consultation where you would have a chance to tell me/us all your hair wishes and I/we will learn about where you want to go with your hair colour and we can see a range of possibility to make your hair dreams come true!

Call **Why Not Hairdressing** to book now on +44 (0) 207 222 8022. We are in Victoria London. Ask for Marco and be sure you quote '**Free Colour Consultation**'.

I hope anyway I was useful to you and I wish you find happy colours with your existing hair stylist where ever your hair takes you:)

Thank you

*Marco Vettorello*

[www.whynothairdressing.co.uk](http://www.whynothairdressing.co.uk)

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