

GLOSS FAQs

What is this product?

- GLOSS Purple Color Enhancement is a temporary color treatment that helps to lessen the look of brassy tones and conditions hair, adds a glass-like shine, and helps to brighten the look of certain hair colors.

Can I use this product if I don't have Blonde or Silver hair?

- Yes. GLOSS Purple Color Enhancement can be used on any hair color to add shine and act as a conditioning treatment. It helps lessen the look of yellow and brassy tones and helps minimize the look of red and brassy tones.

Can I use this product on dry hair?

- Yes. GLOSS Purple Color Enhancement can be used on dry hair to give it more potent toning and shine.

Can I use conditioner before using this product?

- We do not recommend using a conditioner when using this product. We suggest shampooing as normal and then using GLOSS Purple Color Enhancement in place of your conditioner. Using conditioner prior to using GLOSS Purple Color Enhancement will close the hair cuticle and not allow the color to absorb into the hair.

How much product should I use at one time?

- This will depend on the length and thickness of your hair. We recommend using enough to cover your whole head of hair so that every strand is evenly coated.

How long should I leave this product on my hair?

- We recommend leaving GLOSS Purple Color Enhancement on your hair for 5-20 minutes. The longer you leave it on, the stronger effect it will have.

How long will the color last?

- The temporary color you get from GLOSS Purple Color Enhancement will last for 6-8 shampoos. We recommend reapplying as needed to get your preferred color.

How often should I use this product?

- This product can be used as needed. We recommend using it every 6-8 shampoos.

Is this color permanent?

- No, GLOSS Purple Color Enhancement is a temporary color treatment.

Will this product leave blue/purple color on my hair?

- No. GLOSS Purple Color Enhancement is made with translucent color that allows light to pass through, giving hair the look of more dimension. It will blend in with your hair color to minimize the look of brassy tones and add shine.