

PRAVANA™

- IN THE PRESS -

Parade

ENTERTAINMENT

FOOD

LIVING

HEALTH & BEAUTY



By JENNIFER TZESES @jtzeses



The Essential Guide to Making Your Hair Color Last



Every girl knows the easiest way to give yourself a lift is with a head full of shimmering highlights. Fresh color can instantly change your mood and stop traffic. But beauty is fleeting, and making those strands stay perfectly bright in between appointments can seem impossible as the weeks wear on—until now.

Click through the gallery to shop our favorite color-friendly products, too.



Nevo Reparative Sulfate-Free Shampoo & Conditioner

\$19, each ulta.com