

# JUST SAY NO TO BOX COLOUR

---

So what about those box colours? Whats wrong with them? Why does my hair feel so dry?

I came across this blog and I really like it - this cosmetologist and colourist explains why 'box colour' is a bad choice. And she does so very well

- 1) Hair colour must be customized for each person - based on your hairs own undertones, plus the ideal colour you are looking for, and then formulated to make that colour. If the stylist needs to lift, tone, or darken is also a serious consideration for your hairs integrity.
- 2) Do you believe in one-size fits all?...you shouldn't! Jst like the above note- it should be customized.
- 3) You are not going to look like the celebrities in the commercials...sorry but you wont. Try to imagine yourself in that colour, cut, etc. Look at your natural skin colouring, undertones, bone structure, face shape, favourite parts of your face and enhance and highlight those when choosing.

