

# MYTHS & FACTS OF PURPLE SHAMPOOING

## MYTH

PURPLE SHAMPOO WITH NOT MAKE YOUR HAIR LIGHTER.

PURPLE SHAMPOO IS NOT THE SAME AS A TONER.

PURPLE SHAMPOO WILL DYE MY HAIR PURPLE.

ALL BLONDE MAINTENANCE AND ROUTINES ARE THE SAME.

DRUGSTORE PURPLE SHAMPOO IS JUST AS GOOD AS A PROFESSIONAL ONE.

YOU HAVE TO WASH YOUR HAIR WITH PURPLE SHAMPOO EVERYDAY FOR IT TO WORK.

PURPLE SHAMPOO WORKS ON ALL LIGHTENED HAIR.

## FACT

PURPLE SHAMPOO CAN BE DRYING WHEN OVER USED.

YOU CAN ONLY USE PURPLE SHAMPOO ON; BLONDE, PLATINUM, ASH, SILVER, GREY OR WHITE TONED HAIR.

PURPLE SHAMPOO HELPS TO ELIMINATE UNWANTED BRASSINESS TONES.

WHEN USED CORRECTLY PURPLE SHAMPOO CAN HELP MAINTAIN YOUR TONE IN BETWEEN APPOINTMENTS.

YOU SHOULD ONLY BE WASHING YOUR HAIR WITH PURPLE SHAMPOO 1-2 TIMES A WEEK DEPENDING ON YOUR HAIR CARE ROUTINE.

PURPLE SHAMPOO ISN'T THE ONLY OPTION FOR LIGHTENED HAIR.

