

# The Color-Keeper Routine Guide

Your simple day-to-day for The Color-Keeper Completion Kit

## EVERY WASH

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- ① The Color Protect Shampoo **replaces your regular shampoo**. Sulfate free with color-locking polymers, so washing protects your color instead of stripping it. Start the day after your next dye session.
- ② Follow with the Color Protect Conditioner to seal the pigment in and keep hair soft between dye days.

## EVERY DAY, 1 MINUTE

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- ③ Massage the Hair Density Serum into your scalp on dry hair for 1 to 2 minutes. Do not rinse. This is the step that looks after the hair underneath the color.

## THE RHYTHM AT A GLANCE

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- **Daily:** serum on the scalp.
- **Every wash:** color shampoo, then conditioner.
- **Dye day:** keep doing what you already do, this kit protects it.

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Questions, or something not working the way you expected? Text Brooke back on this number any time. Every product here is covered by the 30-day money-back promise.