



THE FREE
BLONDE
Maintenance
GUIDE



**SIMPLE STEPS TO KEEP YOUR
BLONDE HAIR HEALTHY,
BRIGHT & BEAUTIFUL**



GLOWUPBYFELICIA.COM



BEAUTY. CONFIDENCE. GLOW.

THE 5 BIGGEST *Mistakes* BLONDES MAKE

1

Washing too often

Over-washing strips color and moisture.

2

Using the wrong products

Harsh shampoos and drugstore products can fade color and cause brassiness.

3

Skipping heat protectant

Heat styling without protection leads to dryness and breakage.

4

Ignoring regular toning

Brassiness builds up fast without consistent toning.

5

Waiting too long between appointments

Maintenance is key to keeping your blonde looking fresh and healthy.

Pro Tip:

A little prevention goes a long way in keeping your blonde hair radiant and healthy.



WASHING *Schedule*

How often you wash your hair makes a huge difference in how long your color lasts.



FINE HAIR

Every 2-3 days



MEDIUM HAIR

Every 3-4 days



THICK OR COURSE HAIR

Every 4-7 days



Use cool or lukewarm water to prevent fading and keep your hair shiney.

PRODUCTS

Every Blonde

NEEDS



Purple Shampoo

Neutralizes brassiness and keeps blondes bright



Moisturizing Shampoo

Hydrates and keeps the hair soft and manageable.



Leave-In Conditioner

Protects and nourishes between washes



Heat Protectant

Shields hair from heat damage and breakage.



Hair Oil or Serum

Adds shine and helps prevent split ends.



Invest in good hair care. Your blonde will thank you.

HOW TO PREVENT *Brassiness*



Use purple shampoo
1-2 times a week.



Don't overdo heat styling. Heat
can cause color to fade and turn
brassy.



Rinse with cool water. It helps
the cuticle and lock in tone.



Get regular gloss or toner services
to keep your blonde fresh.



Use color-depositing
conditioner when needed.



Consistency is the secret to a
cool bright blonde.

HEAT STYLING

Rules



Always apply heat protectant.



Use the lowest heat setting possible.



Limit heat styling to 2-3 times a week.



Use quality tools designed to protect your hair.



Healthy hair is the foundation of beautiful blonde.

SALON MAINTENANCE

Timeline



Every 4–6 weeks

Root touch-up to highlight refresh.



Every 6–8 weeks

Trim to remove spit ends and keep hair healthy.



Every 2–3 months

Toner or gloss for brightness.

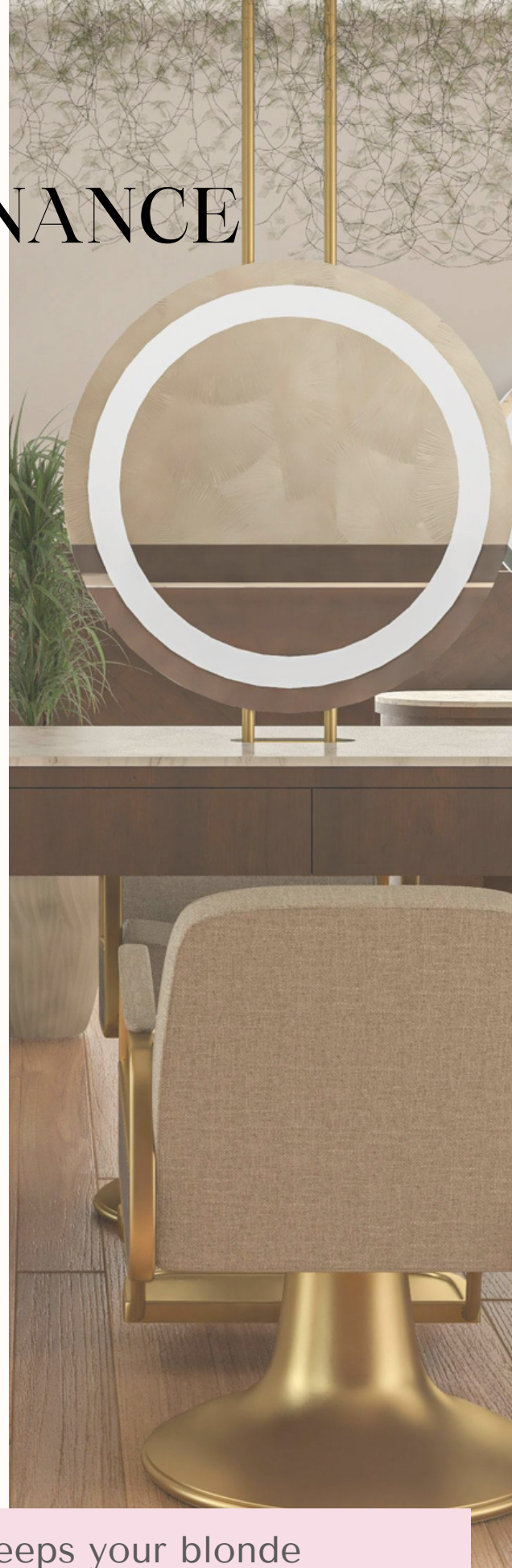


Every 3–4 months

Salon grade deep conditioning mask.



Staying on schedule keeps your blonde looking fresh, healthy, and expensive.



QUICK BLONDE

Emergency Fixes

Too brassy?

Use purple shampoo or a toner.

Hair feeling dry?

Apply a deep conditioning mask.

Need extra shine?

Use hair oil or shine serum.

Roots showing?

Try a root touch-up spray until your next appointment.

Dull blonde?

Clarify your hair and add a gloss treatment.



Staying on schedule keeps your blonde looking fresh, healthy, and expensive.



RECOMMENDED

Products I Love

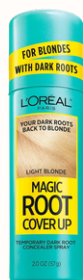
These are some of my go-to products for healthy, bright, beautiful blonde hair.



Olaplex
Purple
Shampoo



Oribe
Gold Lust
Oil



L'Oréal
Magic Root
Cover Up



Maree
Deep
Conditioning
Hair Mask



IGK
Leave-In
Gloss
Treatment

Remember: Healthy hair is always in style.

♡ Keep glowing, beautiful!