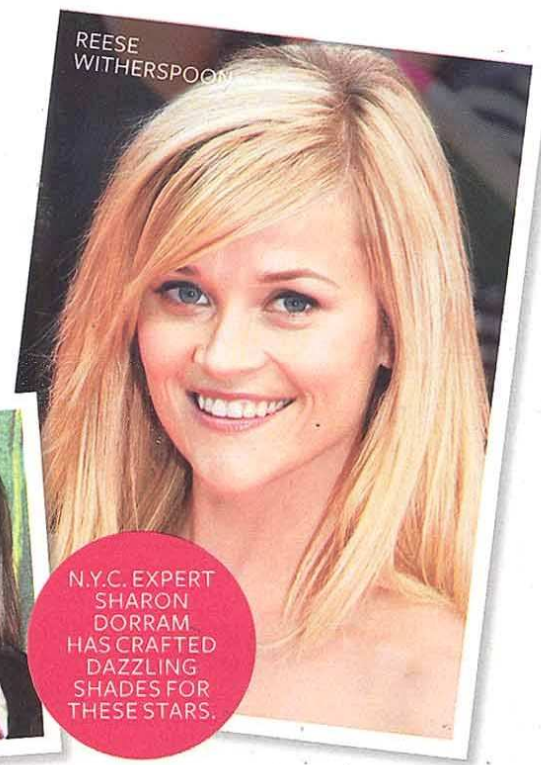


5 WAYS TO KEEP YOUR COLOR VIBRANT



Colorist **Sharon Dorram** brightens up red-carpet regulars, but the down-to-earth pro is all about simple, practical ideas to get your hues and highlights gleaming—whether they come from a salon or out of a box. Here are the top tips from her bag of tricks



REESE WITHERSPOON



LINDA EVANGELISTA

N.Y.C. EXPERT SHARON DORRAM HAS CRAFTED DAZZLING SHADES FOR THESE STARS.

1 Lather Less
Shampooing every day is the worst thing you can do to your color, says Dorram. Scrubbing with a harsh cleanser opens cuticles, causing dye to leak out bit by bit. Instead, wash every two or three days with a moisturizing formula (she loves this rich Kérastase blend). Rub it along the hairline and the nape of the neck, where hair tends to get oily, then let the suds run down over the rest of your strands before rinsing.

2 Condition Daily
You can splurge on gorgeous salon highlights, but if your hair is dry, the color won't look good, she says. In the shower (even when you don't shampoo), wet strands and coat them from midshaft down with conditioner (like this lightweight Phyto cream, which won't leave locks limp, Dorram says), comb it through, then rinse. "It puts moisture back into the hair and gives it elasticity to keep it shiny and healthy."

3 Get Intense
Once a week, play mixologist and whip up your own deep treatments. Swirl a few drops of aloe vera into your shampoo; it coats hair slightly and makes your color look newer and glossier, Dorram says. If your mane is really dry, add a drop or two of concentrated shine-boosting vitamin E oil to your conditioner. "Damaged hair is very porous, so it'll drink up that hydrating mix."

4 Take Shade
The sun isn't just bad news for your complexion—it can turn blond hair pale, brunet tones brassy, and red locks dull. If you can't wear a hat from dawn to dusk, try Dorram's styling secret on days spent outdoors. Slick on a light layer of Johnson's Creamy Oil, then pull hair back into a knot or ponytail. The formula, with shea butter and dimethicone, creates a moisturizing barrier, she says. Bonus: The texture isn't greasy, so it works for fine strands as well as thick.

5 Style Gently
Mousse, gel, hairspray—little by little, these products can strip away color. Formulas that contain alcohol can be particularly harsh, Dorram says, so avoid piling them on and try alcohol-free versions (like those in L'Oréal Paris's Ever Style line; at drugstores). Also, ditch wire-bristle brushes. When you blow-dry, wires heat up and can cause damage to fragile chemically processed hair. Dorram swears by the gentle boar bristles on Mason Pearson tools.



Kérastase Bain Satin 2 Shampoo for Dry Hair, \$39; kerastase-usa.com.



Phyto Phytobaume conditioner, \$22; sephora.com.



Aubrey Organics aloe vera, \$8; aubrey-organics.com.

Jàsön vitamin E oil, \$9; at Whole Foods Market.



Johnson's Baby Creamy Oil, \$5; drugstore.com.



Mason Pearson Handy Pure hairbrush, \$190; bigelow-chemists.com.