

How to be a... stunning redhead

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1. Although artificial red is the hardest colour to remove or reverse, it's also the fastest shade to lose its lustre. Use a colour-protecting shampoo and conditioner, but make sure it's also one that gives locks glossy shine. Try shampoo and conditioner for colour treated hair "Elea".
2. They fade fast, so red tones are more high-maintenance. To refresh your shade between salon visits, use an at-home colour-boosting treatment. It will lift and brighten your shade, restoring its shine.
3. For red hair to look its best, you need to get the shade right. If you have pale skin, you'll suit warm shades such as Copper Red and Irish Red. For those with olive skin tones, stick to brighter, blue-toned reds, such as Aubergine and Dark Cherry.