BEAUTY

The 8 best purple shampoos to banish brassiness

By Fiona Embleton
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Photo: Getty

Don’t lose your cool with this selection of top purple shampoos

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Delicate shades of clean, creamy blonde hair, whether natural or dyed, always look their best in the light-filled days of summer. That’s where a purple shampoo, used weekly, comes into the equation. “As the name implies, it deposits purple pigment into blonde hair to counteract brassy, yellow tones," explains Jasmine Kurang, educator and hairdresser for Maria Nila. "This is because yellow and purple sit opposite each other on the colour wheel.”

What causes this brassiness in the first place? "Oxidation from heated styling tools can cause hair to acquire a yellow tinge over time, not to mention hair colour always fades warmer," says Kurang. It's worth noting, too, if your hair is damaged from frequent bleaching, it will be more porous and soak up more unwanted heavy metals and mineral build-up from your tap water.

There is just one caveat to using purple shampoo, warns hair stylist and global GHD ambassador, Zoe Irwin. “Purple shampoo can be drying, so decant half a bottle of purple shampoo into half a bottle of moisturising shampoo [Zoe likes Oribe Shampoo for Moisture Control] and avoid taking the mixture down to the ends where hair is older, more fragile and likely to grab onto too much purple pigment," she says.