

Hair Color Correction Case Study

Hair Color Correction – Case Study Overview

(A step-by-step guide for stylists, educators, and students)

1. Client Profile & Consultation

Item	Details
Name / Age	Jane, 32y
Natural hair color	Dark brown (M4)
Current color	Bleached to platinum blonde with uneven tones, 2weeks ago
Desired result	Soft, natural-looking medium brown with subtle warmth (M5-6)
Hair history	• 2x bleach sessions (20vol, 30min)
	• No previous permanent color
	• Lightly damaged (breakage at ends)
Skin tone	Warm-neutral (golden undertones)
Allergies / Sensitivities	None reported
Lifestyle	Regular client, likes low-maintenance color, willing to use home care products

Key consultation takeaways

- **Assess damage:** elasticity test, strand breakage, porosity.
- **Set realistic expectations:** fully reversing platinum to a warm brown in one session is risky; a **two-step approach** (neutralize, then tone) yields the best result.
- **Discuss after-care:** protein treatments, sulfate-free shampoo, weekly deep conditioning.

2. Diagnostic Analysis

1. **Visual inspection** – uneven lift, residual yellow/orange, some brassy zones near the scalp.
2. **Strand test (4cm)** – mixed porosity: high at ends, moderate at mid-length.
3. **pH test (optional)** – slightly alkaline (pH8-9) indicating over-processing.

Hair Color Correction Case Study

Conclusion:

- **Primary issue:** Overbleached hair with uneven pigment and high porosity.
 - **Secondary issue:** Need to neutralize warm tones before depositing the desired brown shade.
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3. Correction Strategy

Phase	Goal	Product(s)	Technique
A – Pre-treatment	Strengthen and rebalance pH	Protein-rich mask (e.g., Olaplex No.3) + pH-balancing rinse	Apply mask, leave 10 min, rinse with lukewarm water
B – Tone neutralization	Cancel residual yellow/orange	10 vol violet/blue demi-permanent (e.g., Wella Color Charm T18)	Apply to dry hair, process 10 min, rinse
C – Color deposit	Build medium brown base	Permanent demi-permanent brown (M5/6) with low lift (10 vol)	Apply to pre-lightened hair, 30 min, monitor
D – Post-color care	Seal cuticle, lock in color	Cool water rinse, leave-in conditioner, UV protectant spray	Finish with low-heat blow dry

Why a two-step approach?

- Directly applying a brown shade over platinum would result in uneven undertones and excessive lift.
 - Neutralizing warm tones first creates a “clean canvas” for the brown pigment to show true depth.
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4. Step-by-Step Procedure

1. Prep

- Shampoo with a mild, clarifying cleanser (no sulfates).

Hair Color Correction Case Study

- Towel-dry to 80% dryness.

2. Pre-treatment

- Mix Olaplex No. 3 with water (1:1).
- Apply