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BEAUTY GAZETTE

A fix for bad dye jobs...once and for all, the right way to apply fragrance...solutions for undereye issues...



Fine Print Alert

MAGIC ERASERS, Hail Marys—we'll try anything that might fix a mistake. So we were instantly drawn to Color Oops Hair Color Remover (\$13). Can it really "take you back to your original color," as the box claims? Yes—if you've applied a semipermanent dye (one that gradually fades over a few weeks). "A main ingredient in this product is hydrosulfite, which breaks up color molecules so they rinse off," says cosmetic chemist Mort Westman. Hydrosulfite can't, however, reverse bleaching—so if you've used a permanent dye (which lightens your hair a few shades before it deposits color), it will bring you back only to that lightened shade, not to the one you started with.

We sent the stuff to Jason Backe, color director at the Ted Gibson Salon, and he tried it out on one (brave) woman whose hair had turned too red after using a permanent dye. "Color Oops lightened it about three shades," he says. "Not back to her original color, but to a much more natural strawberry hue." Backe suggests checking your hair after ten minutes—as soon as the color is where you want it, wait another minute (since it's wet, your hair will look darker than it actually is) and rinse. And act fast; Color Oops is most effective within 24 hours of a dye job gone wrong. —JENNY BAILLY ➤

Publication: *O, The Oprah Magazine*

Date: May 2008

Circulation: 2,436,703