

AVON CHI Essentials Hair Color Frequently Asked Questions

What is Avon CHI Essentials Hair Color?

Avon CHI Essentials Hair Color is a professional, salon-quality permanent hair color that is ammonia free and is formulated with 80 percent natural ingredients to deliver a vibrant color that resists fading.

Where is it sold?

You can purchase Avon CHI Essentials Hair Color exclusively at Avon.com or through an Avon Representative.

Why should I use Avon CHI Essentials Hair Color?

This product is an exclusive formula designed in collaboration with CHI, a trusted hair care brand. Made with Aloe Vera, silk and olive oil, it will leave your hair soft, healthy and vibrant.

How is this product different than other at-home hair color brands?

Formulated by hair stylists, our shades are pre-mixed to give you exceptional gray coverage while adding vibrant shine. It offers salon-quality color for you to create at home along with advice from a professional stylist. CHI is a renowned worldwide beauty expert, you can reach out to our technical line in both the US and in Canada offering support in English, French, and Spanish languages.

What are the benefits of the key ingredients?

Aloe Vera contains essential nutrients and vitamins for healthy hair while helping to soothe and protect the scalp.

Silk is a natural protein to help strengthen the hair and add shine.

Olive Oil adds moisture and helps improve the longevity of hair color.

Is it free of parabens and sulfates?

Avon CHI Essentials Hair Color does not contain sulfates, parabens, PPD, PABA, gluten or phthalates.

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Is it tested on animals?

We do not test on animals and are proud to offer socially responsible products.

Where is it made?

Right here in the USA! We manufacture all hair color and hair care in Houston, Texas.

How many shades are there to choose from?

Avon CHI Essentials Hair Color comes in 12 shades.

How long does permanent color last and who is it best recommended for?

Permanent hair color normally lasts until it has grown out and is the best choice for gray hair as it lasts longer. Semi-permanent color usually washes out within 6-12 shampoos. Demi-permanent color usually lasts about 12-26 washes and is commonly used as a toner or for refreshing color, which may only blend the gray.

For gray coverage, it is best to use permanent hair color like Avon CHI Essentials. It's also great for color maintenance, going darker, or touching up your roots.

What is the difference between a liquid or cream color?

Liquid color has a thinner viscosity and spreads more easily than cream color. This makes it easier for at-home coloring to ensure an even application. Both contain the same amount of conditioning properties.

How do I apply Avon CHI Essentials Hair Color?

We include detailed instructions in each box so you can use the products as effectively as possible.

Do I need to read all the instructions before I color my hair?

Yes, instructions are written in an easy to follow format to ensure the best results.

How do I section my hair?

Start by dividing your hair into four sections and create a center part from front hair line to the back of the head to create two sections. Next, split each section in half by creating a part line from ear to ear that runs across the top of your head. Use clips to hold these sections in place as you color each section.

How do I color the back of my head?

Our application bottle has an extended tip that is designed to easily separate your hair into smaller sections in the areas you cannot see as easily while coloring your hair. Following the directions on the insert, use the nozzle to section small subsections that are about 1/4 inch and apply color to root area, working through to the ends of the hair.

I have gray roots—do I color all of my hair or just the roots?

Follow our instructions and apply color to new growth first. Time for 20 minutes, then apply color to remaining hair. Porous hair will need less timing 5-10 minutes and normal hair can process for 10 minutes.

I have resistant gray hair. How can I ensure it covers?

First, follow our professional recommendations and start application where your hair is the most resistant (usually the temple or front hairline). Make sure that you completely saturate your hair with hair color.

A good rule to follow is that if you can see the gray hair, it is not saturated enough and you need to apply more color. If you have very thick or long hair you may need to consider getting two boxes; one for your root area and one for refreshing the ends. When you have finished with the application, you can go back and add any leftover color in the bottle to the resistant areas again to ensure that you have saturated the hair for better gray coverage. Process your color per the instructions or up to 45 minutes for more resistant gray hair.

When do I start timing the color?

Start timing once you have completed the color application following the instructions.

How long should I rinse the color?

Rinse until the water runs clear and then shampoo. Remove excess water after shampoo and apply conditioner and leave on for 5 minutes to help and seal in the color.

What happens if I leave the color on longer than recommended?

We recommend following the timing on the instructions to ensure the best results.

What happens if I rinse the color early?

Make sure to follow instructions carefully. If you rinse the color earlier than instructed, you may not achieve the desired results.

Is it normal to see color tinting in the lather when I wash my hair?

If this happens, it means that you may not have rinsed thoroughly or that you used a darker or red shade containing more colorants. The tint should come out after one or two shampoos. In the future, make sure you rinse your hair thoroughly until the water runs clear before applying shampoo.

Do you recommend using the product if my hair is bleached and I want to go darker?

This depends on how light your hair is and how many times you have bleached it. For example, returning bleached hair to brown may require a corrective color service with the help of a professional hair stylist.

How can I make my color last longer?

Using a pH-balanced hair care system will ensure that your color lasts longer. Avon CHI Essentials Replenishing Shampoo and Moisturizing Conditioner both have a low pH and are sulfate free to give you color with staying power.

How do I protect my color from fading when applying heat to it?

You can use a thermal protectant like the Avon CHI Essentials Thermal Protecting Spray, which protects your hair from heat damage.