



“Keep in mind there are warm purples and cool purples, but both would require lifting or pre-bleaching for purple to show up on a brunette,” Wellman explains to me over email. “Warm purples are easier to achieve, where lighter and cooler purple tones would require more aggressive lifting to eliminate any warm red undertones.”

Matrix SOCOLOR Celebrity Stylist [George Papanikolas](#) agrees that dark purple is easiest to achieve for brunettes, as bleaching will not be as intense.

“You can create a deep lustrous shine with a near-black purple with a permanent hair color like [Matrix LightInsider Lightening System 4RV](#),” Papanikolas tells me. “In dim light this shade looks almost black, but practically glows in sunlight. It’s extremely long lasting, and is great for darker base colors.”