

# PRAVANA™

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## BEAUTY launchpad



## Golden Globes Hair Color: Lorelei Linklater

Lorelei Linklater, star of the Golden Globe Award-winning film *Boyhood*, turned heads at Sunday night's ceremony with her fun, brightly-colored locks. **Celebrity Colorist and PRAVANA Guest Artist Danny Moon** – the man behind the brightly colored tresses of Nicole Richie, Rumer Willis and Kylie Jenner, to name a few – shares how to replicate Lorelei's look.

**Formula 1:** VIVIDS Violet + Wild Orchid

**Formula 2:** Equal parts VIVIDS Red + Magenta

### How-To:

1. Pre-lighten ends at a level 8 in ombré pattern with PRAVANA Pure Light Power Lightener and your choice of developer.
2. Shampoo and condition with PRAVANA NEVO shampoo and conditioner.
3. Dry the hair completely.
4. Apply formula 1 and formula 2 to alternating strands with a predominantly heavier emphasis on formula 2.
5. Process 20-30 minutes at room temperature.
6. Shampoo, condition, and lock in color with VIVIDS Color Protect Shampoo, Conditioner and Sealing Spray.
7. Style as desired.