

PRAVANA™

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BEAUTY LAUNCHPAD



Rumer Willis Goes Pink and Orange

Risk taker Rumer Willis has done it again and has changed her locks to a radiant shade of pink orange. **Danny Moon, PRAVANA Guest Artist and Celebrity Colorist at the Andy Lecompte Salon**, used PRAVANA VIVIDS Orange as the base of Rumer's color and PRAVANA VIVIDS Magenta through the ends for the ombre pink-orange feel. To keep color like Rumer's looking healthy, apply NEVO Hydra Pearls after coloring to lock in moisture and repair strands. At home, wash with **PRAVANA ChromaSilk VIVIDS Shampoo and Conditioner**, and apply **NEVO :60 Deep Treatment** a few times a week to keep strands from getting dry and frizzy. The look requires frequent touch ups, so it's all about hair health and maintenance!

Danny says of Rumer's color, "Color choice is not about trends - it's about finding the right tone at the right time and wearing it right now. The color combination of **PRAVANA VIVIDS Magenta and VIVIDS Orange** creates a perfect creamy sherbet, that is an ideal combination of both pastel and bright for this transitional season. Summer is about glow, and sherbet complements Rumer's skin tone."

