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Announcing the 2014 Winner PRAVANA's "Show Us Your VIVIDS" Contest

The wait is finally over, PRAVANA has announced the winner in the PRAVANA "Show Us Your VIVIDS" Contest. From June 1st through August 31st, students and stylists entered their most creative color creations for a chance to win their own editorial-style photo shoot in Los Angeles along with a customized PRAVANA Glam Kit. The photos from the shoot will be utilized in an up coming 2015 campaign. With more than 500 photos submitted, **Maria Santana of Riverside, CA**, took home the top prize thanks to her bold, fiery hue! "The win was so unexpected, but truly a hair artist's dream come true," says Maria. "I wanted to develop a concept that was fall-color focused, since fall is right around the corner. When I think of fall, I think of rich burgundy shades, burnt orange leaves falling from trees and yellow sunsets radiating from the sky. I also wanted it to look like something you would see walking down the runway, so it needed to be luxurious, bold and beautiful."

Judges included **PRAVANA Artistic Color Director, Vadre Grigsby** and **PRAVANA Guest Artist, Danny Moon** from the Andy Lecompte Salon, who voted on contest based on creativity, technique and overall impact. "The colors have presence and are vibrant without being overwhelming," comments Danny Moon. "The placement is unpredictable, the technique is exceptional and the color scheme exemplifies creativity, as it is not one that is used often. This piece presents inspiration to stylists by offering any client versatility in future coloring choices, with haircolor that will look just as great in a couple of weeks as it does now. These are factors I think about when creating my own pieces."

Maria was beyond excited about her win. "I am honored to have my work shared with other stylists. ChromaSilk and VIVIDS colors allow me to combine my greatest loves: art and hairstyling. Thank you Pravana for truly making my dreams come true."

As a bonus of her win, Maria will also have her photo shoot featured in a national magazine as an editorial spread! Here's how she created this flaming formula!

Application

1. Begin by applying Formula A on virgin regrowth. Treat the ends with PRAVANA Zero Lift.
2. Bleach out the midshaft with PRAVANA Pure Light Powder Lightener + 20-volume developer.
3. Blow-dry the hair and proceed with VIVIDS/NEONS application in the following order: Formula B, Formula C, Formula F, Formula D, Formula G and Formula E.
4. Use a flash lighting technique where the lightest color is centered, melting it back to dark.
5. To style, use PRAVANA NEVO Color Lock Leave-In Treatment and PRAVANA NEVO Super Shape Hairspray for hold. Maria also added NEVO Full Volume and PRAVANA Silk Degrees Shine Serum for shine.

Color Formulas

Formula A (base color): equal parts PRAVANA ChromaSilk 5.7 + 4.20

Formula B: PRAVANA VIVIDS Violet

Formula C: PRAVANA VIVIDS Red

Formula D: PRAVANA VIVIDS Orange

Formula E: PRAVANA VIVIDS Yellow

Formula F: PRAVANA NEONS Neon Orange

Formula G: PRAVANA NEONS Neon Yellow