

# PRAVANA™

## - IN THE PRESS -



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FROMM



**Gray Damask**  
 • 44" x 58"  
 • Adjustable snap closure  
 • Resists water, stains & wrinkles  
 • Lightweight polyester



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104 | BEAUTY LAUNCHPAD | AUGUST 2014

News

## Ready, Set...Glow!

Neons are extreme, but Pravana found a way to transform summer's electrifying energy into stunning, easy-to-wear stains. ChromaSilk Neons, a five-color range, screams excitement. And just as though charged by the sun, their glow is unmatched.

**By:** Vadre Grigsby, Pravana International Artistic Hair Color Director, and Marcia Hamilton, Pravana Guest Artist

**GO-TO PRODUCTS:**  
 Pure Light Power Lightener (for each look, hair was lightened to level 10)  
 Silk Degrees Shine Treatment (to fill porosity where needed and create additional color-anchoring sites)

New ChromaSilk Neons ChromaSilk Vivids Color Protect Shampoo and Conditioner  
 ChromaSilk Vivids Color Protect Sealing Spray  
 Nevo line of gluten-free, vegan stylers



**Inspiration:** Super-chopped '80s-style rock.  
**Press Process:** "Model Jazzy was styled using Nevo Intense Therapy and Nevo Hydra Pearls, which smoothed out tresses and added moisture back to hair," relates Grigsby.



**Inspiration:** Avant-garde angst.  
**Press Process:** Celia's long locks were first treated using Nevo Hydra Pearls, then finished with two products: Detail, lending high-shine halo, and Super Shine Hair Spray for control and movement.



**Inspiration:** Retro-rockabilly when.  
**Press Process:** Sara got the full shine treatment! Nevo Hydra Pearls, Detail, and Super Shine Hair Spray for polish.



**Inspiration:** Dark and sultry tomboys.  
**Press Process:** "Nevo Invisible Control provided Marcia's mane with heat protection and tattered hold," says Grigsby.

➔ Read the step-by-step at [beautylaunchpad.com/pravana-neons](http://beautylaunchpad.com/pravana-neons).

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GO-TO Products:

- » Pure Light Power Lightener (for each look, hair was lightened to level 10)
- » Silk Degrees Shine Treatment (to fill porosity where needed and create additional color-anchoring sites)
- » New ChromaSilk VIVIDS Color Protect Shampoo and Conditioner and Sealing Spray
- » NEVO line of gluten-free, vegan stylers

