

PRAVANA™

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The
Colorist
The Color Authority



Celebrity Hair Color: Lena Dunham and Giuliana Rancic Go Blonde

“Change is good,” according to actress Lena Dunham. The creator of the hit HBO show *Girls* took to Instagram to reveal her new platinum blonde bowl cut over the weekend. Of course, Lena isn’t the first celeb to brave bleached blonde strands - Giuliana Rancic is another brunette who recently traded her dark hair for a dyed ‘do.

There are few beauty makeovers as dramatic - and potentially nerve-racking - when a client is ready to take her hair platinum blonde, particularly if she is originally a brunette. Lightening up, especially for dark haired clients, can be an intimidating process, but based on this recent Hollywood trend, stars continue to suggest that blondes just may have more fun.

The experts at PRAVANA know that it is possible to achieve platinum color while still keeping the integrity of the hair during bleaching. **PRAVANA’s Pure Light Power Lightener** gently and effectively lifts and lightens natural hair without affecting its structure. Upkeep for blondes is simple with the Pure Light Brightening Shampoo and Conditioner – a special Dual Ultra-Violet Dye System that neutralizes yellow tones. Keratin amino acids, silk amino acids and wheat protein provide vital protection and strength, while lightweight sunscreens help block the damaging effects of the sun to protect hair.

How to use Pure Light:

Mix one part Pure Light Power Lightener to three parts chosen PRAVANA Creme Developer to the desired consistency.

Apply to dry hair. Expert tip: Add one NEVO Hydra Pearl in every mixed bowl of Pure Light Power Lightener.