

PRAVANA™

- IN THE PRESS -



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➔ **becca bradshaw** (REDKEN) is a colorist at Shear Art Salon South in Tampa, Florida, where she enjoys mixing the old or unusual with the new and modern. Recently she assisted Geneva Cowen, Sam Villa's Artistic Director, at a photo shoot. "As both a colorist and a designer, I have come to realize how every piece has to be finely tuned to fit a bigger context," she says. "Training your eye to see what the camera sees is invaluable."



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➔ **mary sutcliffe** (BROCATO HAIR COLOR, FRAMES AND PRAVANA) is grateful to be working for industry legend Sam Brocato at his namesake salon in New York City, where she received a People's Choice Award. As an apprentice at the former Oscar Bond Salon in Manhattan, Mary apprenticed with head colorist Wendy Bond. "She had this deep understanding of color and a power to teach it in a way that blew my mind," she says.



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➔ **elle duerr** (MATRIX) works at Archer Salon in San Francisco, California, where her title is Chemistry Director. "I am a true, to-the-core Logik's pure tone colorist," says Elle, who feels she's working in light reflection rather than color. A Matrix CRAFT Certified Color Master, she has learned a lot from Matrix artists like Dan Cicalai and Chrysler Benson, who have had a huge influence on the way she works.

➔ **joey hooten** (L'ORÉAL) works at Van Michael Salon in Atlanta, Georgia. Let's just say it doesn't get much better than that. "Like fashion, trends in hair color are constantly being reinvented, and that keeps me inspired and excited for what's next," says Joey, who was on the winning team for this year's NAHA Salon Team of the Year and credits Natalie Guiley at Van Michael Salon with helping her find inspiration in less obvious places.



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Mary Sutcliffe

30 UNDER 30 - BROCATO HAIR COLOR & PRAVANA

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