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COSMOPOLITAN



YOU'LL WANT TO LOOK AT THE SAND ART RAINBOW HAIR TREND ALL DAY

The latest 90s trend making a comeback is sand art, but not in the form of souvenirs from your summer holiday, in your hair. Yep, the rainbow craze continues with this new, intricate technique; multicoloured dyes applied horizontally using a freehand technique. Not one for the time-poor (or the shrinking violets).

It began with clever colourist Rebecca Taylor using PRAVANA Locked-In hair dye to demo the look on YouTube (see below!) and now it's all over Instagram and Pinterest. #crayhairdontcare



The kaleidoscopic colours can be arrestingly bright or pastel-toned and either way they're pretty hypnotic. We can't stop staring at them: