

# PRAVANA™

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## 2015 *SHOW US YOUR* *Vivids* CONTEST



### HEAD-TURNING COLORS! PRAVANA ANNOUNCES 5TH ANNUAL “SHOW US YOUR VIVIDS” CONTEST

PRAVANA just announced the return of its popular “Show Us Your VIVIDS” Contest beginning July 1, 2015!

Students and stylists are invited to enter their brightest, head-turning color creations using PRAVANA VIVIDS hair colors for a chance to win their own editorial photo shoot in Los Angeles and a multi-page feature in a national magazine.

In addition to PRAVANA’s full range of VIVIDS, PASTELS and NEONS hair colors, this summer’s launch of VIVIDS Locked-In offers entrants even greater creative opportunities. Submissions will be accepted through Sept. 30 and winners will be announced in October through PRAVANA’s social media outlets, website and community e-mail blast.

This year’s judging panel includes PRAVANA Guest Artist and celebrity stylist Danny Moon of Andy Lecompte Salon, Vadre Grigsby, PRAVANA Artistic Color Director and James Gartner, PRAVANA Guest Artist. Entries will be judged based on creativity, technique and overall impact. Moon was named the winner of the first-ever “Show Us Your VIVIDS” contest and has since created a following that includes numerous celebrities. He also lent his talents to create looks for this year’s new PRAVANA VIVIDS Locked-In campaign.

#### How to Enter:

Submit three\* photos of a live person showcasing your contest entry and one image example of inspiration used to conceptualize your entry. Please include a complete description of how the look and style was created along with the formula and list of products used. All products used must be PRAVANA and include at least one shade of VIVIDS, PASTELS, NEONS and/or Locked-In.

\*One “before” photo of model holding a sign labeled “before”

\*Two “after” photos taken in a creative photo shoot-like setting that ties in the look, color and inspiration

#### Prizes:

First prize: paid trip to PRAVANA Headquarters in Los Angeles for an editorial-style photo shoot and a feature in a national magazine as well as promotion on PRAVANA’s website, social media channels and community email blasts. Winner will also receive a PRAVANA Glam Kit filled with products of their choice, valued at \$1,000.

Bonus prize: if the first place winning entry includes at least one ChromaSilk Crème Hair Color shade, the winner will receive an additional \$500 of PRAVANA product in their Glam Kit.

Second prize: deluxe PRAVANA Glam Kit (products of their choice) valued at \$1,000.  
Third prize: PRAVANA Glam Kit (products of their choice) valued at \$500.

Facebook Fan Pick Winner: Submitted entries will be uploaded by PRAVANA to a contest album on the PRAVANA Facebook. The entry with the most “likes” on Facebook by Sept. 30 at 11:59 p.m. PST will receive a Fan Glam Kit with PRAVANA products of their choice, valued at \$500.

For full contest description, official rules and to submit your entry, please visit: [www.PRAVANA.com/showusyourVIVIDS](http://www.PRAVANA.com/showusyourVIVIDS) beginning July 1.