

# PRAVANA™

- IN THE PRESS -



dishing on products | color crush

**COLOR THAT STAYS, NOT STRAYS**  
 "I'm crazy about Wella Professionals Illumina Color. It gives the endless opportunity to work as a true artist, while saving time and generating more revenue. My ultimate secret weapon shade is 8B for brunettes, single process, lifting on Levels 7 and below. When depositing, use 18 to create enviable customers (highlights, or I add it to my styling process to red head of rubens gold!"  
 Justice Henrick  
 Red Salon  
 St. Paul, MN

**LUSCIOUS LOWLIGHTS!**  
 "Kerastase color is so easy to apply and the results are simply beautiful. If I had to single out a favorite, it would be 8B8 from the demi-permanent line. I use it to add lowlights to blonde hair and it's simply gorgeous! When you clients tell their friends that their "Kerastase" color is amazing, and it's changed the way they think about coloring...you know it's good!"  
 Renia Shneider  
 Perfectly Flawless Salon and Spa  
 Princeton, NJ

**THE G'S HAVE IT**  
 "I love the way the hair looks and feels with L'Oréal Professionnel INOA—so smooth and shiny! It's also amazing for gray coverage. The G-50 and G-70—produce unbelievable shine and reflector. If I need a little depth, I'll add a bit of 4C or 5C to the formula."  
 TJ Saldemar  
 Zuo, Keller  
 Chicago, IL

**RADIANT BRUNETTE**  
 "I work in a small, two-chair salon suite, so PRAVANA ChromaSilk haircolor is ideal because I can adjust the developer to make a permanent or demi-permanent formula from the same tube. It's really cost- and space-effective. My go-to shade is 8.37/8Gv, Golden Violet Light Blonde from the Bombshell Brunettes Collection. It's perfect for brunette clients who want highlights without an overall blonde effect."  
 Angee Marin  
 Marin Salon and Spa  
 Elgin, IL

**THE PERFECT LOWLIGHT BLONDE**  
 "I use Salerm® Topchic 750 and 850 as base colors because they really control unwanted warmth, especially on Levels 5 and lower. And 8B is my favorite Topchic highlight for brunettes who need dimension, but want to stay blonde."  
 Danara Fay Bayard  
 Renew The Salon Hair Salon  
 New Orleans, LA



## DISHING ON PRODUCTS: COLOR CRUSH

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