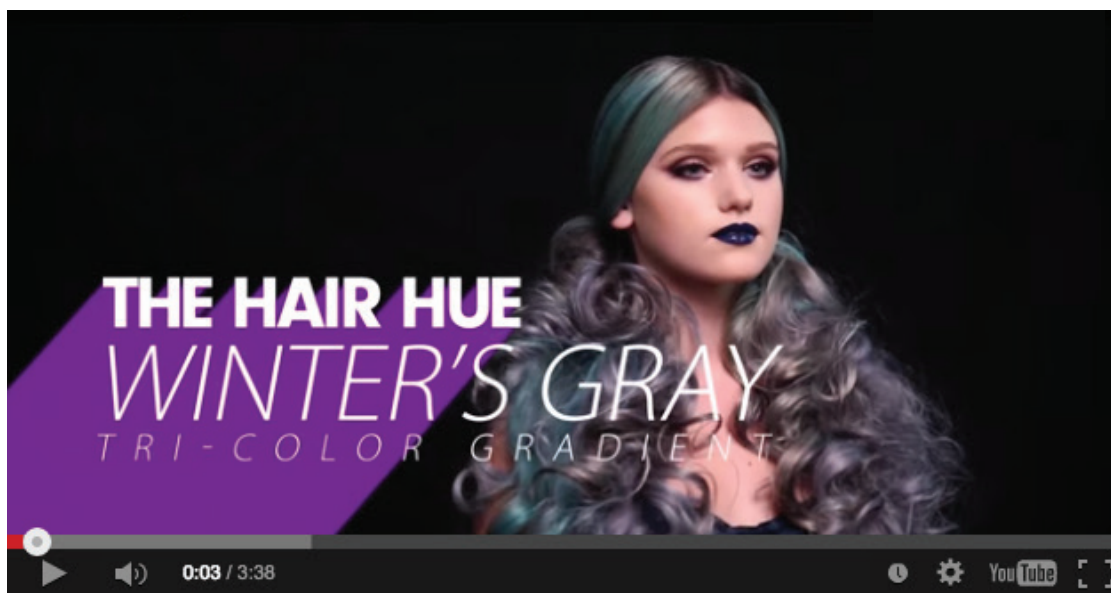


PRAVANA™

- IN THE PRESS -

MODERN SALON



First Look: New PRAVANA Video on Creating a Silver and Blue Gradient Hair Color

Each year, PRAVANA runs their "Show Us Your VIVIDS" challenge, asking colorists to share their most brilliant work using the PRAVANA VIVIDS range of bright, fashion shades. Recently, the winner of the 2014 contest, Maria Santana, traveled to PRAVANA headquarters in Southern California. Together with celebrity stylist Danny Moon, she created this 'hue of the moment,' a silver and blue gradient hair color.