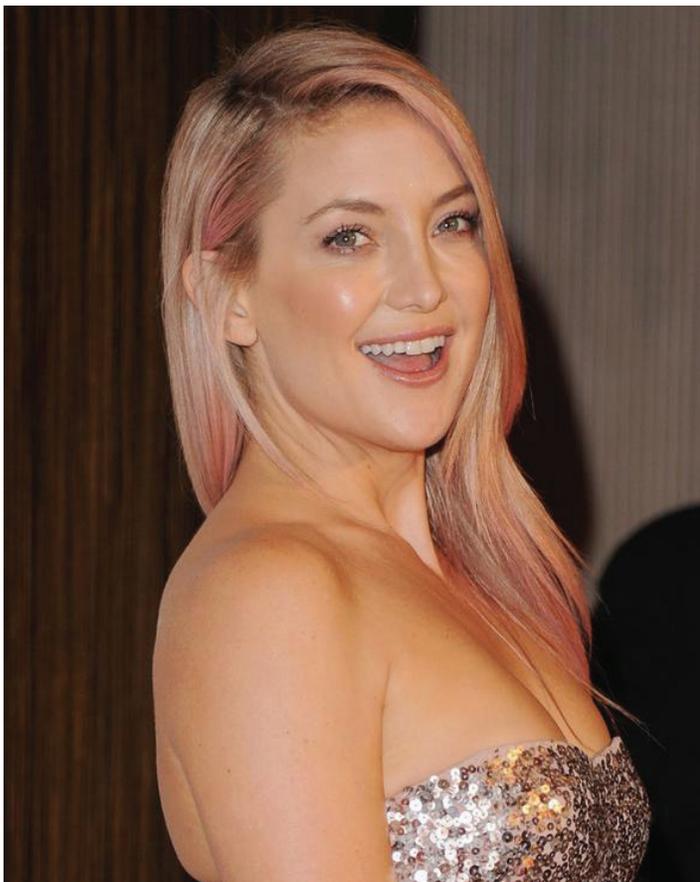


PRAVANA™

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5 Tips for Going Pink

We're tickled pink with Kate Hudson's new pretty pink hair created by **Pravana Guest Artist Danny Moon** of Andy LeCompte Salon, Los Angeles. So much that we caught up with the celebrity color guru to get the formula.

GET THE LOOK:

Formula 1: ChromaSilk 900 with 30 volume

Formula 2: Pure Light Power Lighten with choice of developer

Formula 3: Equal parts VIVIDS Pink and Pastels Pretty in Pink

1. Apply Formula 1 to the new growth.
2. Apply Formula 2 from the new growth through the ends, creating a heavy concentration of level 10 highlights throughout.
3. Rinse, shampoo and condition with any NEVO Shampoo and Conditioner or VIVIDS Color Protect line. Dry the hair completely.
4. Apply Formula 3 to selected strands varying from root to ends and mid-shaft to ends.
5. Process 20-30 minutes at room temperature.
6. Rinse, shampoo and condition with Vivids Color Protect. Style as desired.

PRAVANA STYLIST, JAMIE MUNIZ'S 5 TIPS FOR GOING PINK

1. Analyze. A careful and thorough analysis of the hair and proper formulating with your choice of lightener and developer is a must in order to achieve and even lift that leaves the hair's integrity intact. This often requires using different developers throughout the hair.
2. Select the proper tone. Like a lot of shades, pinks can either be cool or warm toned. The client's skin tone and color preference are imperative in order to create the perfect tone and depth of color.
3. Treat. Apply a shine treatment to the hair following the lightening service to even out the porosity. This will ensure an even, long-lasting pink color.
4. Experiment. Don't be afraid to mix shades to create your own custom formulas. Swatch the colors and write the formulas down on nice card stock for later reference.
5. Customize. To pump up the color service, don't just go roots to ends with one formula. Create subtly different shades of pink and apply to varying strands and lengths throughout. This type of customization will add dimension and also separate your work from other colorists.