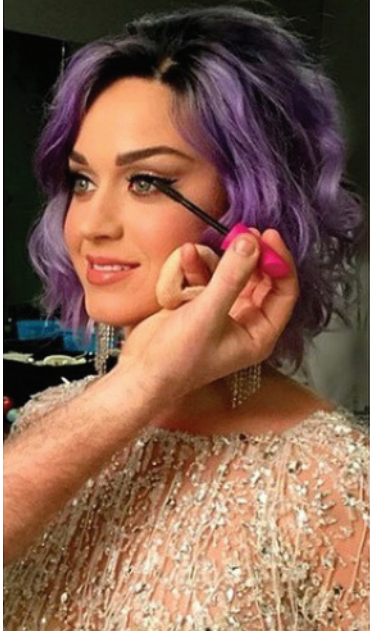


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2015 GRAMMYS HOW-TO: KATY PERRY'S PURPLE TEXTURED LOB

Before anyone freaks out, let's just put it out there—YES! Katy Perry's fabulous purple lob at the 2015 Grammys was a wig. She later swapped that for a sleek brunette ponytail to perform.

With that being said, isn't that something beautiful and magical about hair and about being a hairdresser? Perry started her night with one hair color and length and ended with another. We think that's amazing!

But if you're trying to recreate the purple lob, we've got a few pointers for you from **PRAVANA Global Creative Advisor Sherri Jessee**.

COLOR: LOVELY LILAC

STEP 1: "For pure tone results, apply to pre-lightened hair level 10," Jessee says.

STEP 2: Mix PRAVANA ChromaSilk Vivids Luscious Lavender and a few drops of PRAVANA ChromaSilk NEON Blue and NEON Pink. "You can test it out on a paper towel until you achieve the shade you desire," Jessee says.

STYLE: TEXTURED LOB

STEP 1: Prep damp hair with a small amount of PRAVANA NEVO Full Volume Volumizing Mousse. Rough-dry.

STEP 2: Use a flatiron to create waves in a random pattern.

STEP 3: Comb through with a wide-tooth comb and finish with PRAVANA NEVO Super Shape Hairspray.