

PRAVANA™

- IN THE PRESS -



STYLE CELEBRITY TRENDS

Lighten Up

If blondes have more fun, then do platinum and neon blondes have even more fun? It sure looks like it at the 2014 MTV Video Music Awards.



Short and Sweet

Miley Cyrus

Wella Professionals Celebrity Stylist Ambassador **Andy LeCompte** created the finished look for Miley Cyrus who took home the Video of the Year award for "Wrecking Ball." Prime the hair with 1-2 pumps of Wella Professionals LureOil Reconstructive Flexir and blowdry in all directions, alternate with fingertips and a small brush. Finish the look with Wella Professionals Light Oil Keratin Protection Spray.



Bold and Beautiful

Kesha

"Kesha's new muted neon color melt is the perfect marriage of pastel and neon," says **Rebecca Taylor** at PRAVANA. Pre-lighten the base to a level 10, then use PRAVANA Neons shades in yellow, pink, blue, green and purple. Dilute all color using Vivids clear. Use Taylor's "Chameleon Color" technique by coloring 1-inch square base sections. Each 1-inch section gets a different sequence of colors moving up the head. Process 20-30 minutes and rinse cold. Apply Vivids Color Protect Shampoo and Conditioner.



Classy and Chic

Chloe Grace Moretz

Matrix Celebrity Artist, **George Papanikolas** suggests using **Biologie Volumebloom Full Lift Volumizing Spray** at the roots and midlengths of hair to recreate Chloe Grace Moretz's tousled beach waves. Follow with a round brush for a full volume blowout. Use a 1.5-inch curling iron to give soft waves. Twist the hair around the iron as you wrap to create the soft beach wave. Backcomb the crown for added height. Apply 1 drop of **Matrix Biologie Smoothproof Serum** to finish the ends.



"Blonde symbolizes sexuality and power—it holds very different connotations. The archetypal star has always been blonde." —Marina and the Diamonds

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BOLD AND BEAUTIFUL - KESHA

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