

# PRAVANA™

## - IN THE PRESS -



**Richy Kandasamy**  
TIGI US Technical Creative Director

**Q:** How do you decide if you should use vertical, horizontal or diagonal placements?

**A:** When working with different shapes, the angle you choose will ensure proper color placement to accentuate the hair cut. When working with short to long layers, placement should be horizontal, so you can accentuate the movement of the layers. When working with graduated layers, work with a diagonal placement, due to the movement in the perimeter of the cut. Working on a diagonal will ensure you accentuate the graduation within the length. Finally, when working with heavily layered hair cuts or one-length shapes, always use vertical sections to diffuse the heaviness of the layers. This creates movement within a heavy shape.

**Lisette Cruz**  
Pravana Educator, The Color Bar Salon, Orlando

**Q:** How do you get a natural-blonde look around the face without it becoming streaky or grown-out looking?

**A:** Work with the natural flow of the hair, as well as the client's hair line. Following the natural hair line will help your final look flow better when the client pulls her hair back. Additionally, taking smaller sections allows you to get closer to the scalp. Using smaller foils helps support the section and prevent drag. Lastly, for intricate applications, use the right tint brush. Thick and bulky tint brushes leave you with too much product. Use a sleeker, thinner brush for just the right amount of product when doing finer detailing.

**Leonardo Rocco**  
Acood Artistic Advisor

**Q:** How do I prevent color from looking red-ish or brassy?

**A:** Add a color with ash reflections to your formula, to reverse this pigmentation. But remember if you're working with white or gray hair, it's better to add a natural color to the formula.

## Ask the Experts

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