

PRAVANA™

- IN THE PRESS -

PROCESS COLOR AND CHEMICAL SERVICES Fashion Color



Abraham Sprinkle

Keratin Complex international creative team

THE VISION: "The inspiration behind Tumbled Jasper is fusion," Sprinkle says. "Pantone's color of the year is Marsala (or browned-out maroon), and the goal was to use it in a fluid marriage between tones that normally would look harsh when paired. Freehand placements are strong for 2015, and we are seeing the exit of traditional ombre. Tumbled Jasper is a veiling technique, similar to when fashion designers use sheer overlays on top of solid fabrics."

FORMULA AND APPLICATION

Natural level 8

Formula 1: It's a Blonde Thing Keratin Lightening System, IABT lightener with 30-volume developer. Determine amounts based on hair length.

Formula 2: 15 ml (½ oz) Keratin Complex Demi-Glaze 10.2/10V + 15 ml (½ oz) Demi-Glaze 10.32/10NB with 60 ml (2 oz) Demi-Glaze Activator

Formula 3: 30 ml (1 oz) Kerahold 7.0 7 in + 3-inch ribbon Kerahold 5.62 5 in with 45 ml (1½ oz) 10-volume Kerahold developer.

1. Using Formula 1 in a standard virgin application, pre-lighten the hair to a level 10. Shampoo and rinse.

2. Apply Formula 2 to all hair and process 15 minutes. Then dry the hair as straight as possible.

3. Using gloved hands, coat the ends of the hair with Formula 3, feathering it upward in a random pattern. Process to the desired color depth.

Color and styling: Abraham Sprinkle
Massage: Francesca Serravalle
Creative Direction: Lisa Richman and Kirstin Gunderson
Photography: Carol Pflanz

Danny Moon

Pravana guest artist

THE VISION: "My vision was to create a modern and more sophisticated multi-color look, showcasing the freedom of placement with the new Pravana Vivids Locked-In shades," Moon says. "The result is a high-definition color masterpiece that doesn't move until the client tosses her hair. We call it Montley Hue."

FORMULA AND APPLICATION

Natural level 7

Formula 1: Pravana Pure Light Power Lightener with your choice of developer volume, mixed in a 1:3 ratio.

Formula 2—Custom Locked-In Coral: 1 oz Vivids Clear + ¼ oz Locked-In Pink + ¼ oz Locked-In Orange

Formula 3—Custom Locked-In Light Blue: ½ oz Locked-In Blue + 1 oz Vivids Clear

Formula 4—Custom Locked-In Lilac: ½ oz Locked-In Purple + 1 oz Vivids Clear

Formula 5—Custom Locked-In Orange: 1 part Locked-In Red + 2 parts Locked-In Yellow

Formula 6—Custom Locked-In Seafoam Green: 2 parts Locked-In Teal + 1 part Locked-In Yellow, 1 part Vivids Clear

Color: Danny Moon
Styling: Lara Kizy
Makeup: Karen Senati
Fashion Styling: Cassi Almet
Photography: Josh McCigren

1. Use Formula 1 to pre-lighten hair. Process for about 55 minutes, or until you achieve a level 10. Shampoo and rinse.
2. Section hair from the natural part to the crown, then down behind the ears. Beginning in the nape and working up the head, take 1-inch sections and apply the formulas from 1 inch off the scalp to the ends. Vary the five Locked-In formulas in a freeform fashion.
3. As you work toward the sides to behind the ears, take narrower vertical subsections, and apply varying formulas as before.
4. Above the ear, continue working up the sides to the top, taking small, 1-inch strands and apply varying shades as before. Lay down sections lightly to avoid unwanted color transfer.
5. Process 20-30 minutes at room temperature. Rinse with cool water, then shampoo lightly, rinsing until the water runs clear. Finish with conditioner.



MODERN SALON

MODERN SALON

May 2015

Point of Hue
40+ blondes, brunettes and reds



Reinventing the Wheel

Sultry shades and blurred-line color applications dominate the season.
Hair: John C. Simpson for Gaiabelli

Tint condition

Pigment-infused products to keep color vibrant

VANCE

MODERNSALON.COM



REINVENTING THE WHEEL

The VISION: "My vision was to create a modern and more sophisticated multi-color look, showcasing the freedom of the placement with the new PRAVANA VIVIDS Locked-In shades," Moon says. "The results is a high-definition color masterpiece that doesn't move until the client tosses her hair. We call it Montley Hue."

FORMULA AND APPLICATION NATURAL LEVEL 7

Formula 1: PRAVANA Pure Light Power Lightener with your choice of developer volume, mixed in a 1:3 ratio.

Formula 2: Custom Locked-In Coral: 1 oz VIVIDS Clear + 1/8 oz Locked-In Orange

Formula 3: Custom Locked-In Light Blue: 1/8 oz Locked-In Blue + 1 oz VIVIDS Clear

Formula 4: Custom Locked-In Lilac: 1/8 Locked-In Purple + 1 oz VIVIDS Clear

Formula 5: Custom Locked-In Orange: 1 part Locked-In Red + 2 parts Locked-In Yellow

STEPS:

1. Use Formula 1 to pre-lighten hair. Process for about 55 minutes, or until you achieve a level 10 Shampoo and rinse.
2. Section hair from the natural part of the crown, then down behind the ears. Beginning in the nape and working up the head, take 1-inch off the scalp to the ends. Vary the five Locked-In formulas in a freeform fashion.
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