

PRAVANA™

- IN THE PRESS -

STYLE **CELEBRITY TRENDS**

Silver Sparklers

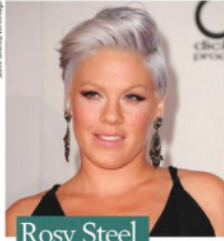
Gone are the days when silver was a sign to run for a cover up. Celebrities and clients alike are requesting to go gray, and they're even adding different tones to personalize their tresses. Check out how these celebrities put a unique spin on this ageless color trend.



Titanium Gray

Zosia Mamet

GET THE LOOK: "The most important part of creating gray/silver looks is the pre-lightening phase," says top artist for **Wella Professionals** and colorist at Marie Robinson Salon in New York, **Mark Deboit**. "Every strand must be lightened to pale yellow. If not, the overall color will have an undesirable, greenish hue. The best way to achieve this is by placing 1/8-inch thin slices back-to-back. These gray hues really showcase clean and precise pre-lightening work. One of my favorite Color Touch formulas is 10 g 7/89 (level 7, pearl/cendre) + 10 g 9/16 (level 9, gray ash/violet) + 1/2 g 3/68 (special mix violet/pearl) + 1 g 3/0 (level 3, natural) mixed with 2 parts of 1.9% Color Touch emulsion. Process for 20 minutes."



Rosy Steel

Pink

GET THE LOOK: "To maintain the vibrancy of these light shades, I recommend **PRAVANA Pure Light Brightening Shampoo** and **Conditioner** to help eliminate yellow tones," says Pravana Artistic Color Director **Vadre Grigsby**. "This formula uses a dual ultra-violet dye system that enhances gray, silver, white and blonde hair while protecting and strengthening. To recreate Pink's shade using Pravana's ChromaSilk Vivids: Pre-lighten hair to a level 10 with **Pure Light Power Lightener** and preferred developer. Leave no residual yellow, shampoo and dry completely. Combine 2 parts Vivids Silver with 1 part Vivids Clear and 1 part Vivids Pink and apply to strands. Process 20-30 minutes; rinse with cool water, shampoo lightly and condition."



Icy Ombre

Lady Gaga

GET THE LOOK: "The smoke effect is trending," says **Rebecca Hiele**, **Goldwell** artistic team director. "Prep the hair with 1 scoop **Goldwell SilkLift Strong** + 35 ml 6% Lotion. Shampoo, then use **Colorance Express Toning 10 Silver** for 5 minutes. For the smoke technique, use **Goldwell Elumen**. Prepare, then paint a **Goldwell Elumen glaze** of 40 ml AB@9 + 2 ml NA@2 slightly off scalp to high mid-zone. Then with a mirror effect, use the same formula adding 20 ml clear and paint vertically midway through the strand. Create a high and low motion of vertical painting on the round to create a soft diffusion. From the painting, use **Goldwell Elumen SV@10 + SB@10** from vertical painting down to the ends. The result is a smoke interior color diffused to a frost gloss mid to ends."



"My hair was famous before I was."

— Christopher Walken, actor

MODERN SALON

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May 2015

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Reinventing the Wheel

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Hair: John C. Simpson for Goldwell

Tint condition
Pigment-infused products to keep color vibrant

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SILVER SPARKLERS

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