

# PRAVANA™

- IN THE PRESS -

## POPSUGAR



## “SAND ART” HAIR COLOR THAT WILL MAKE YOU JOIN TEAM UNICORN

The rainbow hair trend shows no sign of slowing down anytime soon – especially not with this latest take on the look. Inspired by The Clashist’s sand art-print swimsuit (\$120), colorist Rebecca Taylor used PRAVANA Locked-In hair dye to create a truly kaleidoscope style. Using the “sand art” method of coloring, each strand of hair is painted several different hues, and the dye is applied in horizontal sections. Watch the captivating video to get a better understanding of this unique balayage technique. Plus, see more members of the unicorn tribe ahead.

