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## How To Take Care Of Your Hair During Your Pastel Phase

Let me guess: Dyeing your hair pastel probably sounded like a great idea until two to three weeks later, when your locks morphed from mermaid-esque perfection to 50 shades of washed-out gray. It's tragic but inevitable. Most Crayola-hued hair color just isn't designed to last all that long. And, considering you probably had to lift your natural shade to get that cotton-candy color in the first place, you now face an uphill battle of managing both the bleach-related damage and the quickly fading pastel.

**Justin Anderson, PRAVANA Guest Artist**, of the Chris McMillan Salon (and the colorist behind the pastel hair of Kelly Osbourne and Ireland Baldwin), says, "In order to get the true pastel tones that you desire, you must have a near-white canvas to color over." But, while the bleach part is unavoidable, the potential damage is: Anderson recommends that you start prepping your hair two weeks before your color service to make sure it doesn't totally ruin your locks. During those two weeks, he says, "Don't over-style it, and put an oil through your ends as frequently as possible."

However, if frequently getting your hair re-dyed isn't something you're excited about/have time for, there are a few things you can do make it last longer. Anderson says to avoid over-washing your hair, and use a color-safe shampoo like **PRAVANA's VIVIDS Color Protect Shampoo and Conditioner** when you do. He adds, "Hot water opens up the hair cuticle and releases the color pigment from the hair. I know it doesn't sound very relaxing, but I recommend using cool water when rinsing your shampoo and conditioner."