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SAND ART HAIR: THE AMAZING NEW TREND THAT HAS EVERYONE FREAKING OUT ON PINTEREST

This isn't the first time we've seen My Little Pony hair IRL. Last year, Kesha memorably experimented with rainbow hair. But while color-wheel-inspired tresses certainly made a splash on the red carpet, they haven't dominated the internet—or hair salons—until now.

That's because this month, hair care line, PRAVANA, created a brand new in-salon dye product called Vivids Locked-In, which gives your hair long-lasting, intensely saturated colors that won't stain or transfer onto lighter strands when you're eventually ready to move on from the look. The technique of the coloring process is different, too. Instead of traditional root to tip ombre, where the roots are one solid shade and the ends are another, your colorist works in small 3" sections and allies different rainbow colors all over to create the layered sand art effect.

To see what we mean, watch below as Rebecca Taylor, colorist and founder of Vivid Education, creates the sand art hair look on fashion blogger Hieu. It's totally hypnotic—so don't be surprised if you suddenly feel the need for rainbow locks.

PRAVANA 180 | How-To VIVIDS Locked-In Sand Art Rainbow Hair w/ Rebecca Taylor

