1ST EVER
HEAT REACTIVE
HAIR COLOR

THE HEAT IS ON

VIVIDS MOOD COLOR is the industry’s FIRST-EVER heat-activated temporary hair color that transforms hair with an out-of-this world, color-changing effect! Just add heat and watch the transition happen instantly, then change back when it cools! Overlay VIVIDS MOOD COLOR at the end of your creative color services for an intensified look, or over natural hair colors for a fun, transitional experience. Intermix shades to create custom VIVIDS MOOD COLOR combinations, or use a color melt or dip dye technique for a fun pop of color – the possibilities are endless! When you’re ready for another color-changing combination, simply wash out with shampoo and instantly apply the next VIVIDS MOOD COLOR shade - without affecting the hair color underneath, no matter what color! This add-on service is ideal for clients wanting to add something extra to their look, whether it be for festivals, concerts, special events and more. For clients looking for a longer-lasting color-changing effect, apply to any type of clip-in hair extension for repeated use!

AVAILABLE IN 4 COLOR COMBINATIONS THAT TRANSFORM WHEN EXPOSED TO HEAT!

COOL VIOLET → WARM PINK
LIME GREEN → SUNNY YELLOW
SMOKEY GRAY → INVISIBLE
TROPICAL PEACH → INVISIBLE

HOW TO USE: Combine one part VIVIDS MOOD COLOR pigment with three parts Base Creme. Apply evenly to towel-dried hair, then dry and style – just remember to keep hot tools at or below 400 degrees Fahrenheit. To remove, simply wash out with shampoo. Pre-lightening the hair is not required; however, VIVIDS MOOD COLOR appears best on lighter levels of hair.

PRICE: $35 per kit - includes (1) Base Creme, (4) VIVIDS MOOD COLOR pigments, (4) eco-friendly mixing spoons and (1) applicator sponge, 25-30 applications per kit.

WHAT MOOD ARE YOU IN?

AVAILABLE SEPTEMBER 1 AT SALONCENTRIC, STATE|RDA PRO MART, EAST COAST SALON SERVICES & FOUR STAR BEAUTY FOR A LIMITED TIME ONLY!
FOR MORE INFORMATION + EDUCATION, VISIT WWW.PRAVANA.COM/MOODCOLOR

#PRAVANA
#VIVIDSMOODCOLOR
• **ON WHAT LEVELS CAN I USE MOOD COLOR?**

  **VIVIDS MOOD COLOR** can be applied on natural or pre-lightened hair. However, the colors show up best on lighter levels.

• **HOW DO I UPSELL THIS AS A SERVICE?**

  **VIVIDS MOOD COLOR** can be added onto any service for an additional $5-10 (suggested price). Pricing also depends on salon and location. When applied to clip-in hair extensions, stylists can charge between $15-20 (suggested price).

• **HOW CAN YOU MAKE IT LAST LONGER?**

  Avoid excessive combing and touching of the pieces to which **VIVIDS MOOD COLOR** is applied. Clip-in extensions have longer use because they don’t need to be immediately washed.

• **IS MOOD COLOR SAFE FOR KIDS AND ANIMALS?**

  **VIVIDS MOOD COLOR** is not safe for children or animals.

• **HOW MANY APPLICATIONS PER PACKETTE?**

  Depending on the mixing ratio and the amount of hair **VIVIDS MOOD COLOR** is applied to, you can get between 25-30 applications per kit.

• **IS THIS THE ONLY HEAT REACTIVE COLOR ON THE MARKET?**

  PRAVANA **VIVIDS MOOD COLOR** is the first of its kind!

• **DOES THE TRANSITION ONLY HAPPEN ONCE?**

  No, **VIVIDS MOOD COLOR** will continue to transition until it is thoroughly shampooed out of the hair.

• **WILL MOOD COLOR STAIN THE HAIR?**

  No, however more porous hair may need an extra shampoo to completely remove **VIVIDS MOOD COLOR**.

• **IS THERE ANY PROCESSING TIME?**

  No, apply as an overlay directly to damp hair then blow dry to set it!

• **CAN I APPLY MOOD COLOR ONTO DRY HAIR?**

  Yes, however the client may feel more residue than when applied to damp hair. The moisture on the hair helps to disperse the product so the hair doesn’t feel as heavy as it would if you were to apply on dry hair.

• **ARE THE PIGMENTS INTERMIXABLE?**

  Yes for example: Lime Green and Tropical Peach mix to create a slate bluish-gray tone. Because Tropical Peach transitions to transparent, the color you will see is Sunny Yellow from the dual transitional color. Lime Green and Cool Violet make a bluish color when cool. Lime Green and Cool Violet make a bluish color when cool and when warmed up, the transitional color is a combination of Warm Pink and Sunny Yellow – Peach!

• **CAN YOU APPLY MOOD COLOR OVER VIVIDS COLOR?**

  Yes. This will enhance or alter the **VIVIDS MOOD COLOR** and enhance the transition color. Example: Cool Violet layered over NEON Pink makes a brighter violet tone when cool and a brighter Warm Pink when transitioned. Tropical Peach layered over Blissful Blue will make a lavender/mauve tone when cool. When Tropical Peach transitions to transparent, the Blissful Blue appears.

• **HOW DO I STORE THE PIGMENTS ONCE I HAVE OPENED THE PACKETTE?**

  The **VIVIDS MOOD COLOR** box serves perfectly for storing. Simply stand the opened packettes in an upright position inside the box. Make sure to store the box in a cool place. Avoid extreme humidity, heat and freezing temperatures.

• **CAN I USE A TINT BRUSH TO APPLY MOOD COLOR?**

  Yes. Tint brushes are perfect for application on thicker hair and larger sections. The sponge serves as a great application tool and is ideal for blending harsh lines.

• **WHAT HAPPENS IF I MIX MORE BASE CREME THAN THE RECOMMENDED MIXING RATIO?**

  Mixing more base creme than pigment gives the color a slightly lighter tone.

• **DOES THE TRANSITION ONLY HAPPEN WITH A BLOW DRYER?**

  No, **VIVIDS MOOD COLOR** transitions with various heat sources and back again when cooled down. Sun, body heat from touch or breath and hot tools like flat irons and curling irons can be used to transition the color. Just be sure to keep hot tools at 400 degrees Fahrenheit or less.

**FOR MORE INFORMATION, PLEASE CALL OUR HOTLINE AT 855.PRAVANA OR MESSAGE US VIA ONLINE CHAT AT PRAVANA.COM**