

PRAVANA®

A woman with long, wavy, multi-colored hair (purple, blue, green) is the central focus. She is wearing a white top covered in silver and blue sequins. The background is a soft, greyish-blue with a subtle geometric pattern.

ChromaSilk *Vivids*

INTRODUCING 3 NEW, JEWEL SHADES + HOW-TO'S



Color by @ericakeelen_hair_love using all three VIVIDS Jewel Shades.

ChromaSilk

Vivids

THE CATEGORY LEADER IN
CREATIVE COLOR

SHINE
BRIGHT
LIKE A *Jewel*

The fastest growing color brand in the nation ushers in another creative color innovation to create the best accessory one could wear - Jewels!
Look like a million bucks with these three, new precious gems:

3 SPARKLING, NEW
JEWEL SHADES:

AMETHYST

EMERALD

BLUE
TOPAZ

Jewel tones are the bolder cousins of classic shades, rich in color saturation with undertones that perfectly complement any skin tone. Jewels have the power to make you feel rich and royal - wear one color or all three for maximum impact! Outshine your accessories and let your hair do the sparkling!

ABOUT CHROMASILK VIVIDS...

- The VIVIDS Collection colors are direct dyes that require no developers
- The color of the VIVIDS mixture coupled with the level of lightened hair will produce your final hair color outcome
- VIVIDS will last longer with proper home maintenance by using VIVIDS Color Protect aftercare

PROCESS:

1. The hair must be pre-lightened according to the Lightening Guide prior to applying any of the Jewels for these colors to show their full vibrancy, depth of color and for greater longevity.
2. Hair must be freshly shampooed and completely dried.
3. Taking 1" sections apply color directly to the hair, applying section-by-section to ensure complete and even coverage. No developer is needed.
4. Allow to process for 20-30 minutes at room temperature. Once the processing is complete, lightly shampoo with VIVIDS Color Protect and rinse with cool water until the water runs clear. Apply VIVIDS Color Protect Conditioner and rinse. Style as desired.

LIFT LEVELS FOR VIVIDS JEWEL SHADES:

EMERALD



AMETHYST



BLUE TOPAZ



VIVIDS' BEST KEPT SECRET - PRE-VIVIDS SILK DEGREES SHINE TREATMENT



Silk Degrees Shine Treatment is an essential salon service for stressed, damaged or dry hair, delivering deep-rooted condition and supernatural shine that lasts. PRAVANA's exclusive Cross-Link Nanotechnology™ works in synergy with thermal styling to bond keratin amino acids, wheat protein and hydrating botanicals with silk-infused silicone and silk amino acids that, in turn, bond with the hair deep inside the cortex.

When lightening from a level 6 or darker to a level 10, performing a Silk Degrees Demi-Permanent Shine Treatment prior to VIVIDS application can even out porosity and create greater anchoring sites to hold color.

AN INFINITE COLOR PALETTE!

Replicate the brilliance of a gem through color variances. Create a lush look by layering Jewels one atop the other. Customize your VIVIDS Jewel look by creating your own color formulas.



VIVIDS BLACK is necessary to create depth and dimension in the midst of the more vibrant colors.



VIVIDS CLEAR lightens the bold, regal shades to create translucent shades that dazzle amidst the other richer tones.

TRY THESE FORMULAS!



TURMALINE:

10g VIVIDS Emerald
+ 6g VIVIDS Amethyst



LILAC:

5g VIVIDS Amethyst
+ 10g VIVIDS Magenta +
10g PASTELS Mystical Mint



PERIDOT:

5g VIVIDS Blue Topaz
+ 15g VIVIDS Clear
+ 10g NEON Yellow



OLIVINE:

5g VIVIDS Blue Topaz
+ 15g VIVIDS Clear
+ 10g NEON Yellow
+ 5g VIVIDS Magenta



TANZANITE:

10g VIVIDS Emerald
+ 5g VIVIDS Wild Orchid
+ 15g VIVIDS Clear



MEDIUM EMERALD:

15g NEON Green
+ 40g VIVIDS Blue Topaz
+ 10g VIVIDS Black



EASTERN SAPPHIRE:

10g VIVIDS Emerald
+ 2g VIVIDS Amethyst
+ 15g VIVIDS Blue Topaz



BLUE ZIRCON:

5g VIVIDS Blue Topaz
+ 10g VIVIDS Emerald



CITRINE:

10g NEON Orange
+ 1g VIVIDS Amethyst
+ 1g VIVIDS Yellow



TOPAZ:

10g NEON Orange
+ 1g VIVIDS Amethyst
+ 4g VIVIDS Yellow
+ 1g VIVIDS Orange



FIRE OPAL:

5g VIVIDS Orange
+ 1g VIVIDS Emerald



CHRYSOLITE:

5g VIVIDS Emerald
+ 30g NEON Yellow
+ 20g VIVIDS Clear
+ 1g VIVIDS Black



VIOLET OPAL:

20g VIVIDS Clear
+ 4g VIVIDS Amethyst
+ 1g VIVIDS Emerald



AQUAMARINE:

13g VIVIDS Clear + 1g VIVIDS
Emerald + 3g VIVIDS Blue Topaz
+ 10g PASTELS Mystical Mint
+ 10g PASTELS Blissful Blue

ChromaSilk
Vivids

JEWEL TECHNIQUES BY PRAVANA GUEST ARTISTS

MAXIMIZING YOUR JEWELS!

In their rough state, jewels are rather unremarkable in appearance. The flashes of spectral colors and brilliance are only evident after cutting. With the right cut, the dull stone transforms into a gorgeous, highly-coveted gem. To create multi-faceted, complex, brilliant color and shine, the jewel must be cut precisely. If the jewel is cut poorly, it doesn't shine or showcase as many shades of color. PRAVANA has taken this same methodology when creating the following techniques to replicate the variance in tones and dimension found in a perfectly cut gem:

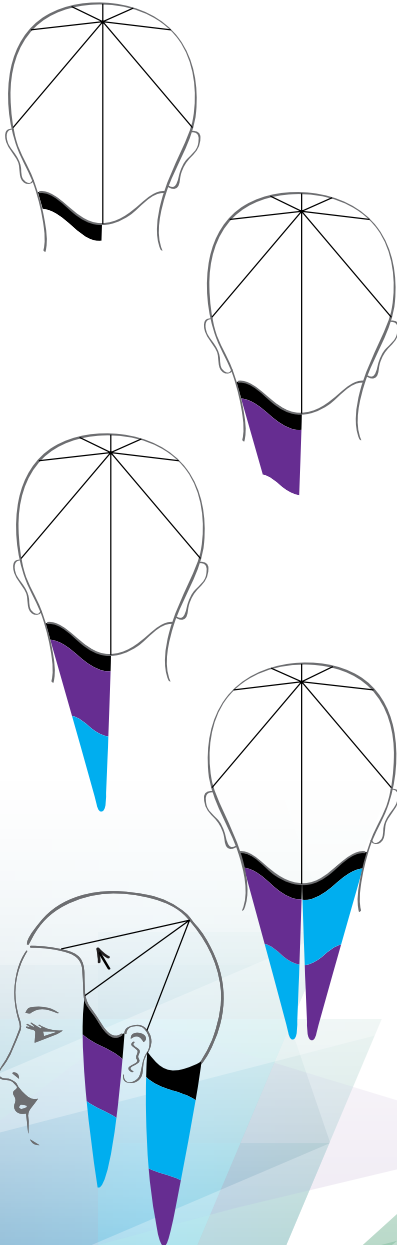
GEMSTONE

For this technique, utilize VIVIDS BLACK and your choice of two colors within the same color spectrum.

Root Formula:

30 g VIVIDS BLACK (additive) + 2 drops of VIVIDS AMETHYST

COLORS USED ON MODEL:



1. Dependent of the color palette chosen pre-lighten the hair accordingly using Pure Light Power Lightener and your choice of developer. Shampoo, condition and dry the hair completely.
2. Mimic the cut of a fancy jewel and section the hair into quadrants, then section each quadrant into two, giving you eight total sections.
3. Take a 1" section and apply 30 g VIVIDS BLACK (additive) + 2 drops of VIVIDS AMETHYST at the root.
4. In the same section, apply VIVIDS AMETHYST to the mid-shaft, blending slightly with VIVIDS BLACK + VIVIDS AMETHYST where they meet.
5. Apply VIVIDS BLUE TOPAZ through the remaining ends of this section.
6. Moving into the next section, to the right or left, apply VIVIDS BLACK (additive) + VIVIDS AMETHYST to the root, and switch the placement of the mid-shaft and end color.
7. Continue working around the head, applying VIVIDS BLACK (additive) + VIVIDS AMETHYST at the root and alternating the placement of the colors at the mid-shaft and ends.
8. Once the application is complete, process at room temperature for 20-30 minutes. Rinse with cool water. Shampoo, condition and protect with VIVIDS Color Protect. Style as desired.



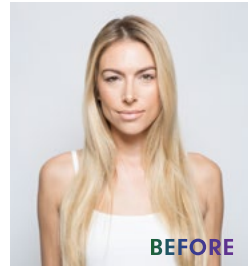
GEM STONE

RICKEY ZITO @hairgod_zito Head Rush Salon



JEWEL OF THE NILE

COLORS USED ON MODEL:



1. Section the hair into four sections; top of the head, sides, and back.



2. Beginning in the nape, take horizontal subsections, and apply Pure Light Balayage Lightener with choice of activator in a W-shape to the hair. *Use a PRAVANA Meche between each section for an added barrier.



3. Continue working up the head, applying Pure Light Balayage Lightener with choice of activator in W and V-shapes, using the Pure Light Balayage Palette to saturate lightener through the ends.



4. Moving into the sides, take diagonal-back subsections, micro-stitch strands and place in foil. Apply Pure Light Power Lightener with choice of developer. Continue working into the top of the head, micro-stitching, and apply Pure Light Power Lightener in foils.



5. Take the remaining hair left out between the foils, and apply Pure Light Balayage Lightener in a striated pattern, using the Pure Light Balayage Palette to saturate through the ends.



6. Process until desired lightness is achieved. Shampoo with THE PERFECT BLONDE Shampoo and towel dry the hair. Apply Express Tones Violet to damp hair, allow to process 5 minutes, rinse and condition the hair with THE PERFECT BLONDE Conditioner.



7. Mist NEVO Intense Therapy onto the hair, then dry the hair completely.



8. Resection the hair into quadrants, and begin in the nape, taking diagonal-back subsections.



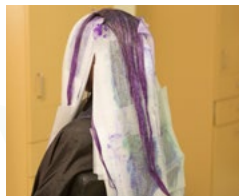
9. You'll be applying VIVIDS Amethyst 1-2" from the scalp until you reach the top of the head. In alternating slices as you move up the head, switch between a slice of pre-lightened hair and a slice where you'll apply VIVIDS Blue Topaz from where the VIVIDS Amethyst left off to the mid-shaft, then VIVIDS Emerald through the mid-shaft, finishing with VIVIDS Blue Topaz through the remaining ends. Use a PRAVANA Meche Sheet to separate the two slices from each other.



10. Go back and apply VIVIDS Amethyst to the rest of the pre-lightened hair slices that had previously been left out.



11. Moving into the sides, repeat step 9 + 10 until you reach the top of the head.



12. Once you reach the top of the head, you will have a diamond section stretching from the crown to the apex of the head. Apply VIVIDS Amethyst to this remaining top section from scalp to ends. Process for 20-30 minutes at room temperature.

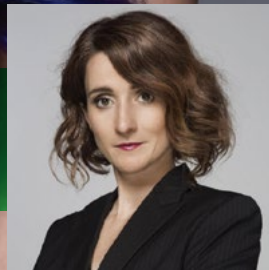


13. Rinse the hair with cool water, shampoo and condition the hair with VIVIDS Color Protect and style as desired.



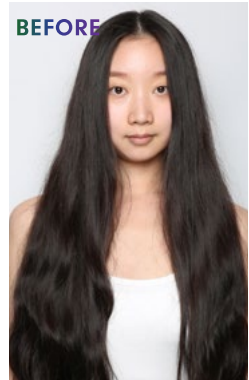
JEWEL OF THE NILE

ERICA KEELEN @ericakeelen_hair_love



HIDDEN TREASURE

COLORS USED ON MODEL:



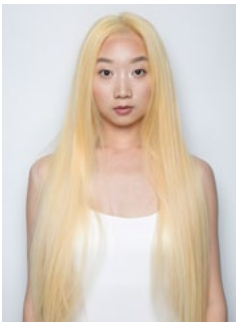
FORMULAS:

Formula 1: 110g VIVIDS Emerald + 50g VIVIDS Black (additive).

Formula 2: 30g VIVIDS Blue Topaz + 30 VIVIDS Emerald + 35g VIVIDS Clear.

Formula 3: 50g VIVIDS Amethyst + 20g VIVIDS Black (additive).

Formula 4: 60g VIVIDS Blue Topaz + 30g VIVIDS Amethyst.



1. Pre-lighten the hair using Pure Light Power Lightener and your choice of developer.



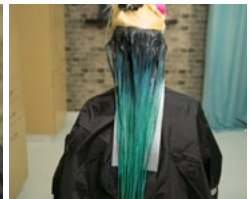
2. Shampoo and condition the hair using any NEVO Shampoo and Conditioner, and dry the hair completely.



3. Section the hair, creating a diamond shape above the parietal ridge. Then create two consecutive diamonds below this section.



4. Starting in the nape, apply Formula 1 to 2-3" from the root down, apply Formula 2 to the next 3-4" and Emerald to the remaining mid-shaft and ends, blending the colors where they meet. *Use a PRAVANA Meche to separate sections and maintain neatness.



5. Continue working up the head, following the application method in step 4, but as you work up the head, adjust the length of the application, applying Formula 1 and 2 an extra 1-2" down the strand.



6. Moving into the next diamond up, apply VIVIDS Blue Topaz to the entire section, from roots to ends. This solid diamond of VIVIDS Blue Topaz breaks the color combination up and creates dimension especially in hair that has one length.



7. In the next section up, apply Formula 3 to 2-3" from the root down, apply Formula 4 to the next 2-3" down the strand and apply VIVIDS Emerald to the remaining mid-shaft and ends.



8. In the top diamond section, take a diagonal back subsection in the back-right portion of the diamond. Apply Formula 1 to 5-6" from the root down, apply Formula 2 to the next 2-3" down the strand, and apply VIVIDS Emerald from the mid-shaft to the ends.



9. In the remaining section of the diamond, create 1" diagonal-forward subsections. Starting in the back, alternate application of Formula 1, 5-6" from the root and 2-3" from the root down the strand. Apply Formula 2 to the next 2-3" down the strand, then VIVIDS Emerald to the remaining mid-shaft and ends, blending the colors where they meet.

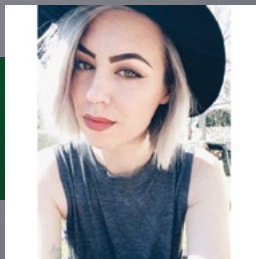


10. Process for 20-30 minutes at room temperature. Shampoo, condition and protect with VIVIDS Color Protect, and style as desired.



HIDDEN TREASURE

SHURIE SAXELBY @shurie



“ I choose PRAVANA VIVIDS because they truly offer the brightest colors and so many options, giving me the freedom to create so many different shades! ”

JESSICA GONZALES,
@jessthebesttcolor
 Colorist at Sally Hershberger in Los Angeles



VIVIDS

Silver, Yellow, Orange, Red, Pink, Magenta, Violet, Green, Blue, Wild Orchid, Amethyst, Blue Topaz and Emerald.



VIVIDS NEONS

NEON Pink, NEON Orange, NEON Yellow, NEON Green and NEON Blue.



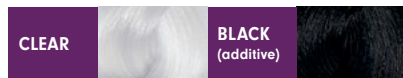
VIVIDS PASTELS

Pretty in Pink, Luscious Lavender, Blissful Blue, Too Cute Coral and Mystical Mint.



VIVIDS LOCKED-IN

Locked-In Blue, Locked-In Pink, Locked-In Red, Locked-In Teal, Locked-In Yellow and Locked-In Purple.



VIVIDS ADDITIVES

VIVIDS Clear is available to lighten any shade and VIVIDS Black (additive) is available to darken any shade.

HAVE YOU TRIED THE FASTEST GROWING HAIR COLOR IN THE NATION YET?



CHROMASILK

125+ shades perform as both permanent and demi-permanent. Superior dye formula ensures complete gray coverage. Enriched with pure silk and keratin amino acids. Low-ammonia formula.

