

CHECK OUT THE REST OF PRAVANA PORTFOLIO



ChromaSilk

The finest, most versatile hair color in the professional industry. ChromaSilk's superior dye load ensures complete grey coverage and rich vibrant colors. ChromaSilk is enriched with pure silk and keratin amino acids to provide unmatched shine, silkiness and long-lasting color. This low-level ammonia formula preserves the integrity of the hair and allows colors to perform both as permanent and demi-permanent simply by using different ChromaSilk developers.



NEVO Super-Natural, Vegan, Gluten-Free and 100% Biodegradable Color Care

A complete range of hair care and styling products solely dedicated to preserving and protecting hair color.



VIVIDS Color Protect aftercare

VIVIDS Color Protect aftercare provides all the essential tools to preserve color vitality and vibrancy like no other product available. Specifically formulated to work with the very special cationic dye system employed in the VIVIDS Collection. VIVIDS Color Protect aftercare works to ensure long-lasting, bright color.



BLONDING

A complete bleaching system, covering any and all bleaching needs from balayage to foil lightening and 5-minute, ammonia-free toners to finish every blonde service.



CHROMASILK VIVIDS

28+ of the most vibrant, longest-lasting colors of their type anywhere!



ARTIFICIAL HAIR COLOR EXTRACTOR

The creative colorist's first choice for removing permanent hair color without affecting the hair's natural pigment.



Cover Model Color by PRAVANA Guest Artist Maria Santana. Formula 1) 10 parts ChromaSilk 7N + 1 part ChromaSilk Blue Ash
Corrector. Formula 2) VIVIDS Silver. Formula 3) 3 parts PASTELS Blisful Blue: 1 part VIVIDS Silver

VIVIDS TECHNICAL GUIDE

PRAVANA™

ChromaSilk VIVIDS are the Most Vibrant, Long-Lasting Colors

Available Anywhere

ChromaSilk VIVIDS are great for any client ranging from urban-chic trendsetters to corporate fashionistas. The colors are specifically tailored for each individual and their lifestyle through color choice and placement. VIVIDS are non-oxidative hair colors that require no mixing, no developer and contain no ammonia. ChromaSilk VIVIDS are ideal for creating unlimited palettes of custom shades.

The ChromaSilk VIVIDS Line

The ChromaSilk VIVIDS line is comprised of ten ultra-vibrant shades including: Silver, Yellow, Orange, Red, Pink, Magenta, Violet, Green, Blue and Wild Orchid.

PRAVANA also provides the same, acclaimed VIVIDS long-lasting formula in beautiful, pastel shades and on the complete opposite end of the color spectrum lies 5 blindingly bright colors, known as ChromaSilk NEONS. Wear the ChromaSilk NEONS alone or add NEONS into any ChromaSilk VIVIDS for fluorescent, custom colors. NEONS contain a special dye pigment that actually allows them to glow under blacklight! GLOW ON!

The ChromaSilk VIVIDS Collection also feature a VIVIDS Clear and VIVIDS Black. VIVIDS Clear is available to dilute any VIVIDS Collection color to make a more pastel shade. Add chosen VIVIDS Collection color to VIVIDS Clear until the desired color is achieved. VIVIDS Black is available to customize, deepen and darken any VIVIDS color. Add in small amounts to your VIVIDS colors and mix well. Keep adding small amounts of VIVIDS Black until you have reached your desired depth of tone.

VIVIDS Locked-In

The 6 VIVIDS Locked-In Shades within the VIVIDS Collection give long-lasting, intense color that does not transfer onto other hair strands or into other colors!

Stretch beyond the realm of your imagination and create stripes, draw patterns and even apply vibrant colors next to even the lightest blonde hair with no fear of transfer. Our original VIVIDS and the Locked-In behave differently to cater to the hair artist's desire. Sometimes you want colors to bleed and blend to create a soft transition between the pre-lightened portion of the strands and the point of application by working the product down the strand and with rinsing, like creating a melted ombré which is where our original VIVIDS come into play.

With the new VIVIDS Locked-Ins this is not possible. Wherever you place the color on the strand it will stick, wherever you see the color on the strand, it will stay.

Locked-In Note

The proprietary formula contains an extraordinary ingredient that actually seals the Locked-In color into the hair, preventing them from transferring or bleeding. The sealant creates a glossy, slick barrier that may be felt on the hair if it has not been properly rinsed until the feel of the hair comes through with very cool water prior to shampoo.

Important Information

It's important to understand that while these are semi-permanent, direct dyes, and not oxidative colors, they are extremely long-lasting. It's important that salon clients understand that these colors cannot be easily removed from the hair and in most cases will remain vibrant in the hair for 3-12 weeks.

Process For VIVIDS Application

1. Pre-lighten with PRAVANA Pure Light Power Lightener and your choice of developer, the hair must be shampooed, rinsed and 100% dry, without any moisture left in the hair.

HAIR COLOR DESIRED:	PRE-LIGHTEN TO:
Violet, Orange, Red, Magenta, Wild Orchid	LEVEL 7
Locked-In Pink, Locked-In Red	LEVEL 8
Yellow, Green, Locked-In Teal, Locked-In Yellow, Locked-In Purple, Neon Orange, Neon Green, Neon Yellow	LEVEL 9
Blue, Silver, Pink, Locked-In Blue, Neon Blue, Neon Pink, Pretty In Pink, Too Cute Coral, Mystical Mint, Blissful Blue, Luscious Lavender	LEVEL 10

2. Apply the ChromaSilk VIVIDS color directly to the hair without mixing any developer; then allow the hair to process for 20-30 minutes at room temperature.
3. Once the processing is completed for any other of our VIVIDS Collection color application, thoroughly rinse and lightly shampoo with VIVIDS Color Protect Shampoo with cooler water until the water runs clear.

Mixing/Customizing Colors

ChromaSilk VIVIDS are ideal for creating unlimited palettes of custom shades. The color in the mixing bowl, is the color you will see on the pre-lightened hair. If the hair has exposed underlying pigment, this will add to the final color. That's why it's essential to pre-lighten to the correct level.

Locked-Ins can be mixed together to create unlimited custom shades but because of the gel-like consistency, you will want to put a little extra effort in to ensure that the two colors have actually blended.

Locked-Ins can be mixed with the originals, PASTELS and NEONS, however, these will still behave as they always have. Meaning the color you've added to the Locked-Ins is likely to transfer, with the exception of clear.

