

PRAVAVA Pure Enlightenment





and… AFTER →



PURE ENLIGHTENMENT *Balayage Kit*

Hair stylists are artists, and hair is their canvas. The same way painters require different tools for different forms of artistry, hair stylists need different products to achieve their masterpieces. Balayage is a special, artistic, openair form of highlighting that requires a special lightener. PRAVANA brings hair artists Pure Light Balayage Lightener, a specifically formulated lightener to purposefully create effortless, natural blondes, as if touched by the sun.

PURE ENLIGHTENMENT BALAYAGE KIT INCLUDES:



- **1 - Pure Light Balayage Lightener**
- **3 - Pure Light Balayage Activators**
- **1 - Pure Light Balayage Palette**
- **3 - PRAVANA + Guy Tang Balayage Brushes**
- **1 - Pack of Meche Sheets**
- **1 - DVD of Exclusive Balayage Education and Techniques by Guy Tang**





*"Finally, a lightener created specifically for the art of **Balayage**."*
– Guy Tang

PRAVANA PURE LIGHT BALAYAGE LIGHTENER

WHAT IS IT?
PRAVANA creates another color innovation with its Pure Light Balayage Lightener, a lightener so unique from lighteners of the past, stylists will find balayaging to be easier than ever before.

PRAVANA's proprietary blend of **Rice Flour and Kaolin Clay** forms an outer shell that hardens, encapsulating the hair and lightener inside keeping it moist and allowing for extended open-air processing.

Aloe Vera pairs with the Aloe Vera found in the Pure Light Balayage Activators to cohesively keep the lightener moist and preserve the integrity of the hair.

Keratin Protein strengthens the hair as it is being lightened, for a full-circle of protection to create beautiful Balayage results.



The smooth, whipped consistency allows hair artists to be precise in their application with no bleeding, swelling or movement.

WHAT DOES IT DO?
Foils are traditionally necessary to keep lighteners moist, so they can continue lifting. Pure Light Balayage Lightener works in a significantly different way. PRAVANA's proprietary blend of **Rice Flour and Kaolin Clay** actually hardens and creates a shell around the hair, insulating the lightener inside, allowing the product to continue processing without drying or needing foil. This unique hardened shell also allows hair artists to layer sections for foil-free lightening with no fear of transfer.

HOW TO USE:
Mix Pure Light Balayage Lightener with Pure Light Activator of your choice.

Mixing Ratios - 1 : 2 (PRAVANA Recommended)
1 : 1 ½ (thicker)
1 : 2 ½ (thinner).
Apply to dry hair. Process until desired lightness is achieved.

Keep in mind, the Aloe Vera in both the Lightener and Activators work together to preserve the integrity of the hair being lightened. Lightener additives are not necessary when lightening with Pure Light Balayage Lightener and may actually slow processing and create inconsistent results.



PURE LIGHT ACTIVATORS
(LOW, MEDIUM, HIGH)

Developed with nourishing Aloe Vera and special blonding catalysts, the three Pure Light Balayage Activators are specifically formulated to maximize the performance of Pure Light Balayage Lightener to create the perfect balayage consistency. Aloe Vera promotes healing and moisture retention, keeping the lightener inside the "shell" moist for extended open-air processing while preserving the integrity of the hair.

Three levels of Activators provide a wide range of lightening and timing options to choose from:

Low: 2-3 levels of lift
Medium: 3-4 levels of lift
High: 4+ levels of lift



PURE LIGHT BALAYAGE PALETTE

An essential tool to a painter, the palette provides the artist means in which they can paint freely. The Pure Light Balayage Palette caters to the artist with an ergonomic handle for comfort and a special built-in reservoir to hold Pure Light Balayage Lightener.



3 PRAVANA + GUY TANG BALAYAGE BRUSHES

All 3 brushes were constructed with the stylist cult-fave Accusoft bristles found on Framar brushes. These bristles are unlike anything you have ever experienced.

SMALLEST BRUSH: For very intricate details. This brush is small and angled for precision painting and fine highlighting placement.

MEDIUM BRUSH: The 'Guy Tang' favorite. Again, great for intricate details. Holds a bit more color, so ideal for stroking on soft, sun-kissed panels with a gradient effect. A thicker, more comfortable handle which people seem to love.

LARGE BRUSH: Can be used for any and all applications. Balayage, color corrections, full colors, foil-highlights, you name it. Wider, so it holds a ton of color or lightener and will spread fast.

PRAVANA MECHE SHEETS

Re-usable color barriers that allow you to keep the lightener moist longer. These are also great for the beginner balayager who wants a barrier in-between lightener applications.

BALAYAGE *Basics*



STEP 1
Section the hair into quadrants. Part out three triangular sub-sections below the occipital. Clip the center section out of the way.

STEP 2
Starting in the mid-shaft, gently pat the Pure Light Balayage Lightener, stroking the product onto the surface of the hair into alternating V-shaped and W-shaped patterns. Finish each section by using the paddle to saturate the ends.

STEP 3
Continue working up the back of the head, taking horizontal sections and creating triangular sub-sections. Work the Pure Light Balayage Lightener onto the surface of the hair in alternating V-shape and W-shape patterns, saturating through the ends using the Pure Light Balayage Palette.

STEP 4
Moving into the sides, take horizontal sections. Begin application in the center of the strand, lightly patting the Pure Light Balayage Lightener onto the hair, and stroking the product upwards onto the surface of the hair.

STEP 5
In the last few sections, part the hair around the natural fall and fringe, and apply the Pure Light Balayage Lightener to the surface of the sections to create a concentration of lightness around the face.

STEP 6
Process until the desired lightness is achieved. Shampoo the hair with any NEVO Shampoo, rinse, and towel dry the hair. Apply Express Tones Beige Toner starting in the back at the scalp and working up towards the front, then working the color through the more porous mid-shaft and ends. Process until desired tone is achieved. Rinse and condition the hair with any NEVO Conditioner. Style as desired.

Want More Balayage?
Check Out Our Youtube Channel
youtube.com/pravana1



ADVANCED TECHNIQUE

DIAMONDS *in the sky*



STEP 1
Section the hair into quadrants. Starting in the nape, part out the first section diagonal-back from the back of the ear to the nape.

STEP 2
Starting in the mid-shaft, gently pat the Pure Light Balayage Lightener, stroking the product onto the surface of the hair. Finish each section by using the Pure Light Balayage Palette to saturate the ends.

STEP 3
Work from side to side moving up the back sections, taking alternating diagonal-back and diagonal-forward partings, and working the product onto the surface of the hair.

STEP 4
Pull each section down, perpendicular to the top-parting or where you want to see a concentration of light while painting Pure Light Balayage Lightener onto the hair.

STEP 5
As you begin to reach the top of the head, take smaller sections. Divide this section into two triangular sections from the center of the lower parting to the parietal ridge.

STEP 6
Finish working through the crown.

STEP 7
Create two triangle sections from the crown to the apex. Pull these sections back, perpendicular to the front parting or where you wish to see a concentration of light. Apply Pure Light Balayage Lightener to the surface of each section.

STEP 8
Work into the sides, beginning above the ear, create a diagonal-back parting. Gently apply Pure Light Balayage Lightener to the surface of the section. Alternate diagonal-back to diagonal-forward sectioning into the top of the head, leaving out a diamond section in the fringe.

STEP 9
Divide the final diamond section in the fringe into 4 triangular sections around the natural parting. Pulling the sections back, apply Pure Light Balayage Lightener gently to the surface of each section.

STEP 10
Process until the desired lightness is achieved.

STEP 11
Shampoo the hair with any NEVO Shampoo, rinse, and towel dry the hair. Apply Express Tones Violet Toner starting in the back at the scalp and working up towards the front, then working the color through the more porous mid-shaft and ends. Process until desired tone is achieved. Rinse and condition the hair with any NEVO Conditioner. Style as desired.

Complete Lightening with

PRAVANA™

PURE LIGHT COLLECTION



» Micro-Encapsulated for Time-Released Lightening

» Maximum lift – 7+ Levels

» Dust-Free Formula

» No Puffing or Swelling

» On/Off Scalp Application

» Rapid lightening

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