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How to Get Cara Delevingne Hairstyle from the 2020 American Music Awards

Celebrity Hairstylist Danielle Priano Shares How She Made Delevingne's Classic Glam Wave Hairstyle Come to Life Using Save Me From Hair Products

Seattle, WA (November 22, 2020) – Cara Delevingne's hairstyle rocked the fashion scene with her 2020 American Music Award's carpet debut. Inspired by Delevingne's own retro retreat, Delevingne's entire glam squad made a very Debbie Harry meets Helmut Newton vibe come to life. Danielle Priano, the New York-based hairstylist of the stars, explains how she's, "protecting her [Delevingne's] hair with all the goodness" found in Save Me From hair care.

Presenting the nights most glamorous hair with a new, emerging hair brand, Priano explains why she selected Save Me From to treat and style Delevingne's hair, "I tried Chemical Conflict myself as an overnight hair treatment and loved the results. My clients put their hair through a lot. From changing the color to enduring so much heat styling, I knew Save Me From would be the perfect treatment to repair and restore their hair. It wasn't until after speaking with the brand's founder, April Peck, that I learned about their mission for suicide prevention. Since Cara has been candid about mental health and her mission to end suicide, Save Me From was not only the perfect product for Cara's hair for the AMAs, I thought she'd also love the mission behind the brand."

STEP-BY-STEP FOR DELEVINGNE'S CLASSIC GLAM WAVE WITH A MODERN TWIST:

Priano explains the key step she took to strengthening and revitalizing Delevingne's classic Hollywood glam wave, "The night before, I applied CHEMICAL CONFLICT from root to tips as an overnight treatment before glam to strengthen the hair and prevent any breakage! It really makes the hair feel so silky.

Step 1. I began by prepping the hair with a volumizing spray at the roots to add more structure and volume to the hair. I put a touch of THERMAL OBSESSION [for heat protection, anti-frizz, and restore hydration] through the ends.

Step 2. I then blow dry the hair with a natural bristle brush to get plenty of shine while over directing the hair for extra volume.

Step 3. I had to add some extra density, so I applied clip-ins of her color just for volume. I then cut the hair to match her length.

Step 4. I began waving the hair from the bottom up with a 1 1/4-inch iron, my personal favorite GHD, making sure to wave all the hair in the same direction. After each wave, I pin with a non-crease PSXDanielle clip to let cool.

Step 5. Now the fun part! I remove all the clips and brush out the hair with a Mason Pearson brush until all the waves come together. When I get to the top, I spray dry texture spray for more control and to help set the look.

Step 6. As the style is set, I use a card and clip to hold the waves in place until final touches are done. Of course, I finish with the strongest hair spray possible!"

"We were thrilled that Danielle selected Save Me From to help create Cara's look," says Peck. "Cara's hair looked equally strong and silky, just like she is equally fierce and feminine. We align so well and love the difference she's making in promoting mental health and empowerment."

Save Me From products are available at [SaveMeFrom.com](https://www.savemefrom.com), [NeimanMarcus.com](https://www.neimanmarcus.com), [QVC](https://www.qvc.com), and Save Me From partner salons and spas.

For more information or to schedule interviews with Danielle Priano or April Peck, the founder of Save Me From, please contact Allyson Evers at (206) 316-7637

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About Save Me From® Hair Repair + Scalp Care

Save Me From® is the first-ever, damage-specific hair repair + scalp care collection that gets, literally, to the root of the problem, offering targeted repair for sun, pollution, heat, aging, buildup or chemical-damaged hair. Formulated to be clean, clinical, and deeply replenishing like skin care and made without silicones so rather than temporarily coating the hair, results last. Every Save Me From product is clinically proven and made with patent-pending Fenugen, a Ayurvedic inspired technology made from fenugreek seeds that helps to strengthen hair against breakage and visibly reduce split ends, and Bond Reboot, a powerful combination of caffeine, sustainably harvested silkworm proteins and creatine, to build bonds, enhance silky textures, and promote whole hair health from tip to root, inside and out. Save Me From donates 10% net income to charity organizations working to end suicide and provides free QPR Suicide Prevention training to partnering salons.