

AUTHENTIC BEAUTY CONCEPT Press Release from **Henkel Consumer Brands**
FOR IMMEDIATE RELEASE

Coachella 2024: Lana Del Rey's Timeless Hollywood Waves by Anna Cofone

Los Angeles, CA, [April 15th, 2024] – Lana Del Rey's appearance at Coachella 2024 was an unforgettable affair. Making a grand entrance on a motorcycle, Lana radiated elegance in her periwinkle blue Swarovski crystal-enhanced Dolce & Gabbana attire, captivating the audience with her modern yet refined allure. Completing her glamorous look were stunning Hollywood waves styled by Authentic Beauty Concept's Global Creative Advocate Anna Cofone, adding the perfect touch of sophistication to her glamorous vibe.

Anna Cofone, Lana's trusted stylist, drew inspiration from the stars of the silver screen, "The inspiration for this look was the Hollywood icons, Veronica Lake and Lauren Bacall. A timeless look, to feel elegant but updated," she explains. "We were paying homage to the looks that were Lana's signature look when we first started working together in 2011, Hollywood waves in the desert", she says and refers also to the unforgettable look of Lana Del Rey in the music video Born to Die. The perfect blend of elegance and modern sophistication. Using Authentic Beauty Concept products, Anna achieved Lana's iconic waves, ensuring they remained flawless throughout her captivating performance.

Cofone relied on a carefully curated selection of Authentic Beauty Concept products to bring her vision to life, achieving smooth, hydrated waves with volume and deep side parting:

Preparation: Start with a flawless base by applying Authentic Beauty Concept's Enhancing Water and Flawless Primer. Follow up with Hydrate Spray Conditioner to ensure the hair remains hydrated and luscious.

Styling: Apply Authentic Beauty Concept's Shaping Cream and Indulging Fluid Oil to provide structure and shine. Blow-dry the hair in small sections using a bristle round brush, alternating between temperature settings to create voluminous curls.

Setting: After blow-drying, set each section of hair with a curling iron and pin-curl to cool. This step ensures long-lasting waves that will hold up throughout the day.

Volume Boost: Once the curls are set, brush them out using a vent brush and apply Authentic Beauty Concept's Airy Texture Spray to add volume and texture. apply Airy Texture Spray and Nude Powder spray for structure and to create a base to secure pins and grips into.

Finishing Touches: Complete the look by applying Authentic Beauty Concept's Hair & Hand Light Cream to the ends for a smooth finish. Lock in the waves with Strong Hold Hairspray for a style that lasts.

Authentic Beauty Concept's products proved to be the perfect choice for creating Lana Del Rey's Coachella look, providing hydration, smoothness, and long-lasting hold. As the desert air swirled around her, Lana's hair remained flawless, a testament to the performance of Authentic Beauty Concept and Anna Cofone's artistry.

AUTHENTIC BEAUTY CONCEPT is a holistic premium brand co-created with a unique hairdresser collective to start a new path to authentic beauty – the #authenticbeautymovement is a community that believes in the same shared values.

AUTHENTIC BEAUTY CONCEPT Online and Digital:

To learn more about all brand's commitment to sustainability, explore the AUTHENTIC BEAUTY CONCEPT website: **[authenticbeautyconcept.be](https://www.authenticbeautyconcept.be)**.

You can also join and connect with the AUTHENTIC BEAUTY CONCEPT community online via **@authenticbeautyconcept.be** on Instagram and Facebook, **@authenticbeautyconcept** on YouTube and the **#authenticbeautymovement** hashtag.

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Further information is available at www.authenticbeautyconcept.be and <https://www.henkel.be/nl/pers-en-media/> or <https://www.henkel.be/fr/presse-et-medias>

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