



PRAVANA™

ChromaSilk™
COLLECTION

**THE FASTEST GROWING
COLOR BRAND IN THE NATION**

TOP SALONS ACROSS THE NATION

have made the switch to ChromaSilk™

UNDISPUTED SUPERIOR PERFORMANCE

TRAILBLAZING COLOR INNOVATION

SEAMLESS COLOR TRANSITION

UNRIVALED VALUE

ISN'T IT TIME YOU EXPERIENCED

ChromaSilk™ ?





ChromaSilk™

With 125+ shades enriched with Pure Silk and Keratin Amino Acids, ChromaSilk Permanent Creme Color provides brilliant shine, silky texture and long-lasting color. ChromaSilk's award-winning formula provides complete gray coverage with rich, vibrant results. Its low ammonia content preserves the integrity of the hair and allows colors to perform as both permanent and demi-permanent simply by switching to PRAVANA Developers.

WHAT YOU NEED TO KNOW:

PRESTIGE COLOR WITHOUT THE PRESTIGE PRICE!

At \$.76/mixed oz., ChromaSilk is the greatest value in professional hair color.

EDUCATION

Ongoing classes available for salon professionals.

FREE ONLINE PROGRAM

Access to FREE online Color Certification Programs.

SIMPLE COLOR CONVERSION GUIDES

For every leading color brand, accessible on mobile and online at PRAVANA.com.

ACADEMY CLASSES

Learn from special guest artists and celebrity colorists.

STYLIST-TO-STYLIST SUPPORT

Call, video chat or email for formulation tips and help.

HOW-TO'S

Celebrity color formulas, trends and campaign looks broken down on PRAVANA's YouTube channel monthly.

FREE COLOR APP

PRAVANA Color Formulator App makes formulating color as simple as a swipe of your finger!



Download the
PRAVANA
color formulator



“The unmatched, high-end performance of ChromaSilk allows my stylists to be artists, while the incredible value allows us to reinvest into other areas of our business to drive profitability.”

JAMES GARTNER,

Owner of Salon Today Top 200 Salon
- Bii Hair Salon



ChromaSilk[™] POPULAR COLOR FAMILIES



NATURALS - SLIGHT BLUE BASE

Tones most popular for gray coverage. Naturals are also great when a slightly, cool natural shade is desired and for neutralizing unwanted orange from the hair.



LOWLIGHTS - DEPOSIT ONLY

Six deposit-only shades specifically formulated as the perfect pre-blending of replenishing true-to-level tones. Available in Levels 6 and 8 Gold, Copper and Neutral, these popular shades create natural looking lowlights that will complement any skin tone.



BOMBSHELL BRUNETTES - GOLDEN VIOLET BASE

ChromaSilk offers exclusive hair colors not available anywhere else for brunettes! The Bombshell Brunette Collection's unique tonal quality takes two contradictory hair colors - golden and violet - to create unique brown shades that flatter every skin tone.



VIBRANT REDS - SHIMMERING RED BASE

For the longest-lasting, red hair colors, look no further than ChromaSilk's Vibrant Reds. Embedded with vibrant, red pigments and interesting twists of underlying base pigments, PRAVANA offers a red for any and every one.



EXPRESS TONES - AMMONIA-FREE TONERS

Fast-acting, true-to-tone, ammonia-free toners that deliver lustrous, long-lasting tone to highlights and blondes in less than 5 minutes. ChromaSilk Express Tones are formulated for quick levels 8-10. With 8 intermixable shades, creating and customizing beautiful blondes has never been easier.



FORMULA ON MODEL: 2 Parts 7.40 + 1 Part 7.45. **TIP:** Maintain color with NEVO Color Enhancers, available in 5 shades.

ChromaSilk™ MIXING AND PROCESSING GUIDE

ChromaSilk Permanent Creme Hair Color comes in 90ml tubes and is mixed at a 1 : 1½ ratio of creme color to developer (3 oz of color : 4½ oz of developer).

For Super Light Blondes, use a 1 : 2 mixing ratio with 30 or 40 volume developers (3 oz of color : 6 oz developer). Super Light Blondes are intended for use on virgin hair level 6 or lighter.

DEVELOPER	LEVELS OF LIFT	PROCESSING TIME
Zero Lift	NONE	20 - 30 mins
10 vol	Minimal Lift Maximum Deposit	30 mins
20 vol	Up to 1 Level - Optimal for Gray Coverage	30 mins (45 for Resistant Gray)
30 vol	Up to 2 Levels - For Lighter, Brighter Effects	Up to 45 mins
40 vol	Up to 3 Levels - For Maximum Lift	Up to 45 mins
30 or 40 vol	3+ Levels - For Super Light Blondes	45 mins

GRAY COVERAGE

PERCENT OF GRAY HAIR	PERCENT OF NATURAL OR GOLD SHADE	PERCENT OF TARGET SHADE
25% Gray	25% N or .3 (G)	75% Of Target Shade
50% Gray	50% N or .3 (G)	50% Of Target Shade
75% Gray	75% N or .3 (G)	25% Of Target Shade

Visit PRAVANA.com for more color formulas!

READING CHROMASILK SHADE NUMBERS

The first number indicates the level of color deposit. The second two numbers indicate the tonal value in accordance with the chart below. The first tonal number represents approximately 70% of the tonal base while the second tonal number represents 30% of the tonal base.

Example: 7.43 = Level 7 blonde with 70% copper 30% gold.

CHROMASILK SHADE TONE:

SHADE TONE	NUMBER	BASE
Naturals	NONE	Slight Blue
Ash	1	Green
Beige	2	Blue Violet
Golden	3	Gold
Copper	4	Orange
Mahogany	5	Violet Red
Red	6	Red
Violet	7	Violet



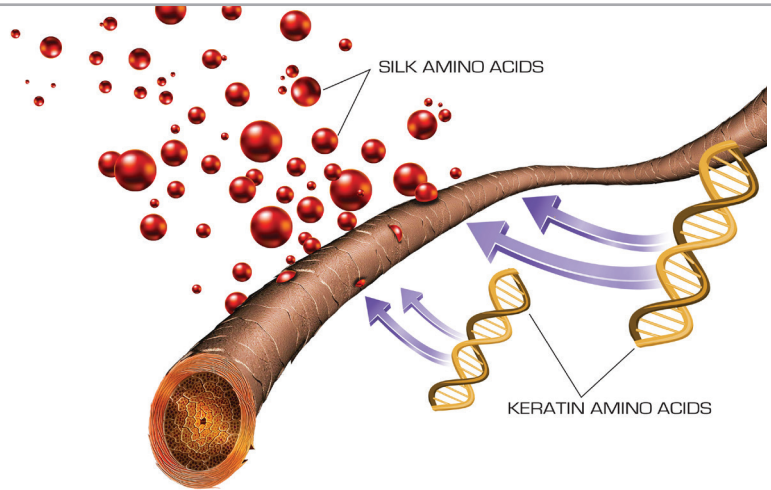
FORMULA ON MODEL: Equal parts 6GL + 8GL, 8NtL

SILK AMINO ACIDS

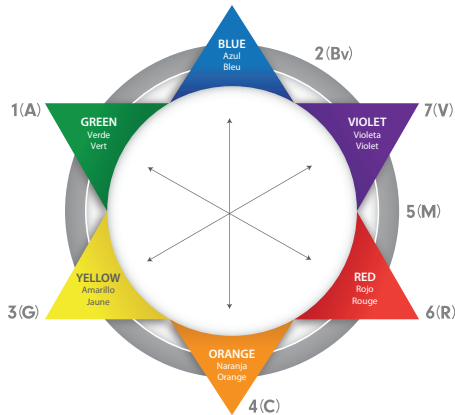
Exceptionally small molecular weight allows these amino acids to act as "color carriers" to deliver dye molecules deep into the hair's cortex.

KERATIN PROTEINS

Small enough to penetrate the shaft to create volume, strength and shine.



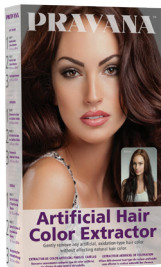
TONAL FAMILY COLOR WHEEL



UNDERLYING PIGMENT CHART

NATURAL LEVELS	DESCRIPTIVE	CONTRIBUTING PIGMENT	CORRECTIVE BASE
10	ULTRA LIGHT BLONDE	PALE YELLOW	VIOLET
9	VERY LIGHT BLONDE	LIGHT YELLOW	VIOLET
8	LIGHT BLONDE	YELLOW	VIOLET
7	BLONDE	YELLOW/ORANGE	BLUE/VIOLET
6	DARK BLONDE	ORANGE/YELLOW	BLUE
5	LIGHT BROWN	ORANGE	BLUE
4	BROWN	RED/ORANGE	GREEN/BLUE
3	DARK BROWN	RED	GREEN

INNOVATIVE COLOR TOOLS AND AFTER CARE FROM THE PRAVANA PORTFOLIO



COLOR CORRECTION ARTIFICIAL HAIR COLOR EXTRACTOR

For removing permanent oxidative hair color without affecting the hair's natural pigment. A Stylist's must have!



COLOR CARE NEVO SUPER-NATURAL COLOR CARE

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



*The brightest, longest-lasting
hair colors available anywhere!*

FORMULA ON MODEL: LOCKED-IN Purple, LOCKED-IN Pink, LOCKED-IN Blue, 2 parts LOCKED-IN Yellow + 1 Part LOCKED-IN Blue,
2 parts LOCKED-IN Red + 1 part LOCKED-IN Yellow, LOCKED-IN Yellow.

ChromaSilk™ Vivids COLLECTION

PRAVANA'S AWARD-WINNING
VIVIDS COLLECTION IS THE
CREATIVE-COLOR CATEGORY LEADER.

ChromaSilk VIVIDS impart long-lasting, rich creative color with brilliant shine. With more than 25 intermixable shades to choose from, the VIVIDS Collection offers stylists complete creative control with an infinite color palette.

10 VIVIDS SHADES

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

5 PASTELS SHADES

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

5 NEONS SHADES

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

6 LOCKED-IN SHADES

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

2 VIVIDS ADDITIVES

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

WHAT YOU NEED TO KNOW:

- The VIVIDS Collection colors are direct dyes that do not require developers.
- The color of the VIVIDS mixture coupled with the level of lightened hair will produce your final hair color outcome.
- VIVIDS Collection Colors will last longer with proper home maintenance by using VIVIDS Color Protect aftercare regimen.

“ 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,
Colorist at Sally Hershberger
in Los Angeles



@jessthebestcolor





SHOW US YOUR VIVIDS CONTEST WINNER: ERICA KEELEN

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. Allow the hair to process for 20-30 minutes at room temperature.
3. Once processing is complete, thoroughly rinse and lightly shampoo with VIVIDS Color Protect Shampoo with cool water until the water runs clear of color.

VIVIDS ADDITIVES

When adding Black or Clear to color formulas, lighten according to the VIVIDS color being mixed.



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 effect the final color, making it essential to pre-lighten to the correct level.



KEEP YOUR Vivids VIVID!

VIVIDS COLOR PROTECT AFTER CARE

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

TIP: Looking for more VIVIDS inspiration and information? Visit youtube.com/pravana and pravana.com.





B L O N D I N G

+ Balayage

FORMULA ON MODEL: Pure Light Balayage Lightener + High Activator and Express Tones Beige

PURE LIGHT LIGHTENING SYSTEM

PURE LIGHT POWER LIGHTENER

Use PRAVANA Pure Light Power Lightener and PRAVANA Creme Developer to quickly lighten seven levels and beyond while leaving hair in superior condition.

PRODUCT BENEFITS

Micro-encapsulated, quick lift up to 7+ levels, dust-free formula without puffing or swelling!



“ Finally, a lightener created specifically for the art of **Balayage!**

GUY TANG, Celebrity Colorist

@guy_tang



PURE LIGHT BALAYAGE LIGHTENER

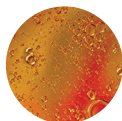
A specifically formulated lightener created for the art of balayage to purposefully create effortless, natural blondes without the use of foils.

PRODUCT BENEFITS

Formulated with nourishing Aloe Vera and special blanding catalysts to maximize performance of Pure Light Balayage Lightener.



Aloe
nourishment



Keratin
strength



**Rice Flour +
Kaolin Clay**
creates hardened "shell"

THREE ACTIVATORS PROVIDE A WIDE ARRAY OF LIGHTENING OPTIONS

LOW - 2-3 levels of lift

MEDIUM - 3-4 levels of lift

HIGH - 4+ levels of lift



PRAVANA™ CONNECT

FOR SALON PROFESSIONALS

JOIN OUR CLIQUE!



JOIN NOW AT PRAVANA.COM!

FREE MEMBERSHIP BENEFITS

ONLINE HAIR COLOR CERTIFICATION

CUSTOM FORMULAS

SPECIAL MEMBER PROMOTIONS

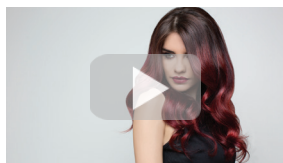
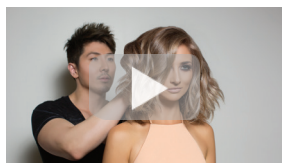
SALON MERCHANDISING MATERIALS

FREE STYLIST SUPPORT

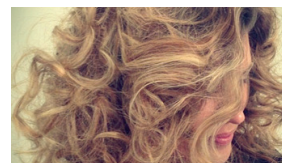
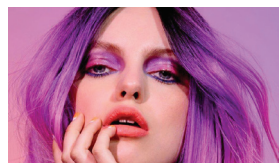
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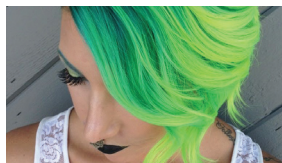
WATCH IT YouTube.com/Pravana
The latest trends, techniques, and tips from the industry's hottest stylists



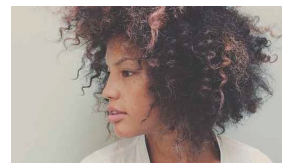
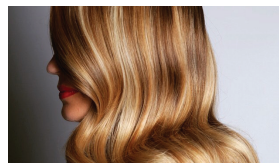
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Discover artistic beautiful imagery and learn what inspires our brand



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Explore a visual diary of stunning color inspiration, exclusive contests, and much more



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