



# PRAVANA®

**HAIR CARE + STYLING**

Color. Innovation. Care.





**SHOW US YOUR VIVIDS CONTEST WINNER: ERICA KEELEN**

# PRAVANA®

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## TRAILBLAZING IN COLOR AND HAIR CARE INNOVATIONS

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### CHROMASILK HAIR COLOR

The finest, most versatile hair color available including VIVIDS: 28+ vibrant, long lasting creative colors.



### NEVO SUPER-NATURAL COLOR CARE

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



### PURE LIGHT BLONDING & BALAYAGE

A complete blonding series covering any and all blonding needs from balayage to foil lightening and 5-minute, ammonia-free toners; the top coat to every blonding service.



### COLOR CORRECTION

Artificial Hair Color Extractor is colorist's first choice for removing permanent oxidative hair color without affecting the hair's natural pigment.





**FORMULA:** 3 PARTS 7.62 + 1 PART 6.64 AND RADIANT RED COLOR ENHANCER



# PRAVANA® NEVO

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## SUPER-NATURAL COLOR CARE

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### SUPER-NATURAL COLOR CARE

Created by PRAVANA, makers of the nation's fastest-growing professional hair color brand, NEVO Super-Natural Color Care and Styling products are modeled from a commitment of creating innovative beauty solutions. PRAVANA salon professional hair care, therapy and styling products are made of only the highest attributes and formulated to protect and preserve hair color. Because PRAVANA KNOWS color.

### NATURAL

NEVO features ingredients originally rooted in the Amazon jungle and that have never before been used in hair care, such as Mulateiro Extract, Babassu and Brazilian Nut Oils. These exotic oils, in combination with pure, hydrolyzed Quinoa, Soy Protein and an abundance of antioxidants, make up the exclusive Drops of the Amazon found in PRAVANA's NEVO products, providing gentle protection and sustainment of hair color, while delivering nourishment and long-lasting inner strength to hair.



#### MULATEIRO EXTRACT

a hyper-antioxidant that helps eliminate free radicals to guard the integrity of skin, hair and hair color



#### BRAZIL NUT OIL

rich in selenium and other nutrients to add elasticity and suppleness to hair



#### BABASSU OIL

comprised of 70% natural lipids to provide hair with an unbelievably smooth, shiny and protected surface naturally

### RESPONSIBLE

A natural and clean approach to beauty with 100% biodegradable packaging and ingredients that are 100% vegan, gluten-free and toxin-free.

### PHILANTHROPIC

In the spirit of giving, for every sale of NEVO, 5% is donated back to City of Hope to support treatment and education for the fight against cancer. This funding has led to breakthrough research and other cancer-treating therapies that have helped many across the globe. PRAVANA believes in the hope for a cure!







**FORMULA:** BASE LIFT: ULTRA HI-LIFTS ASH + ZERO LIFT DEVELOPER (20 MINUTES)  
HIGHLIGHTS: PURE LIGHT POWER LIGHTENER  
TONER: EQUAL PARTS EXPRESS TONES PEARL + EXPRESS TONES VIOLET + EXPRESS TONES CLEAR





### THE PERFECT BLONDE Purple Toning Sulfate-Free Shampoo

Gently cleanse, moisturize and kick brass to the curb.

- **Dual ultra-violet dye system** purifies and neutralizes unwanted yellow tones
- **Optical brighteners** protect and enhance blonde radiance
- **Sulfate-free** formula gently cleanses (one of the few available sulfate-free blonde shampoos)

### THE PERFECT BLONDE Purple Toning Conditioner

Nourish, smooth and brighten blonde hair.

- Rescue and protect blonde strands
- **Dual ultra-violet dye system** purifies and neutralizes unwanted yellow tones
- **Optical brighteners** protect and enhance blonde radiance
- Infuse strength, add shine and moisturize dry strands to reveal your best blonde yet!

### THE PERFECT BLONDE Seal & Protect Leave-In

Repair, revive and nourish with this blonde perfecting, multi-purpose leave-in mist.

- Instant burst of moisture to hydrate and detangle
- **Chamomile** nurtures blondes weightlessly
- **Optical brighteners** protect and enhance blonde radiance
- **Lavender oil** soothes and brightens

### THE PERFECT BLONDE Purple Toning Masque

Intensely nourish and eliminate brass with this weekly treatment.

- **Dual ultra-violet dye system** increased levels of pigment immediately eliminates any yellow or brass
- **Coconut oil** infuses strength, incredible shine and moisturize
- Luxurious, deeply nourishing treatment
- Transforms hair from brassy to sassy in less than five minutes

BANISH BRASSINESS FOREVER WITH PART OF  
THE PERFECT BLONDE FROM THE BRAND THAT KNOWS COLOR!



# SALON FRESH COLOR EVERY TIME YOU CONDITION

**FORMULA:** 2 PARTS 7.40 + 1 PART 7.45. **TIP:** Maintain color with NEVO Color Enhancers, available in 5 shades.

**BRILLIANT  
COPPER**



**COCOA  
BRUNETTE**



**DEEP  
BURGUNDY**



**HONEY  
BLONDE**



**RADIANT  
RED**





# COLOR ENHANCER TREATMENTS



## WHY?

- **Maintains the brilliance of color** between salon visits.
- Intensifies or neutralizes tones.
- Enriches hair with Soy Protein.
- Imparts brilliant color, glossy shine and strength.

## HOW?

- Formulated to replace daily conditioner for a bump of color with every use, as a weekly mask for a more intense color boost.
- Contains **sufficient pigment to overlay** a different tone on current hair color.
- Cover an old ombre or balayage to create a new, more even look without peroxide!

## TIPS!

- Boost previously highlighted pieces by throwing on some Honey Blonde.
- **Kick fading VIVIDS up a notch** with Radiant Red, Brilliant Copper or Deep Burgundy.
- Use for subtle toning, while providing essential nourishment, conditioning and shine after a color or highlighting service.





## NEVO COLOR LOCK leave-in protectant

- **Antioxidant-rich** formula protects color against environmental damage.
- **Color Protecting Complex** forms a moisture barrier to shield color.
- Exclusive **Drops of the Amazon™** mitigate free-radicals for total color protection.



## NEVO DETOX clarifying shampoo

- A purifying formula, rich in antioxidants, that stops damage before it starts.
- **Clean buildup**, rid impurities and eliminate residue for shiny, clean hair without stripping it of its natural moisture!
- Prepares hair to be in an optimum state for hair color or chemical services.



## NEVO REPARATIVE sulfate-free shampoo & conditioner

- Saturated with exotic oils and ultra-hydrating properties to **quiet frizz and smooth troubled hair**.
- Mega-dose of Quinoa and Soy Protein restore elasticity and strength.
- Drops of the Amazon™ nurture, preserve and protect hair and hair color.



## NEVO MOISTURE RICH sulfate-free shampoo & conditioner

- Oils extracted from some of the richest nuts in the world to provide **deep-rooted moisture and strength**.
- Elevated levels of Babassu Oil restate and amplify hair's natural lipid layer, providing a smooth, healthy looking surface.
- Super antioxidant Brazil Nut Oil eliminates harmful free-radicals to protect hair color.

"THE PERFECT FORMULA WE CALL *DROPS OF THE AMAZON™*  
ROUTED IN THE AMAZON AND NEVER BEFORE USED IN HAIR CARE"



**NEVO INTENSE THERAPY**  
leave-in treatment

- **12 ways to perfect hair.**
- Unique, multi-purpose, lightweight detangler formula.
- Weightless, strength-building proteins for added strength and health.



**NEVO HYDRA PEARLS**  
replenishing oil

- Power doses of **Drops of the Amazon™** seal-in moisture and effectively rejuvenate both hair and skin.
- Antioxidant-rich formula mitigates free-radicals to guard integrity of hair, skin and hair color.



**NEVO :60 DEEP TREATMENT**  
hair masque

- Weekly treatment envelops strands with the highest concentrations of the most nurturing ingredients in nature.
- Supercharged **Micro-Emulsion System** creates gorgeous hair that radiates shine and strength in 60 seconds.
- Profoundly restores and repairs strands to protect from heat styling.

THE ULTRALIGHT FORMULA - WITH JOJOBA ALGAE, SUNFLOWER AND THEOBROMA GRANDIFLORUM SEED BUTTER - GAVE MY HAIR SUCH A SLEEK SOFTNESS THAT I NABBED A BOTTLE AS I LEFT THE SALON. - **JANE LARKWORTHY**  
BEAUTY DIRECTOR, W MAGAZINE



# WORKABLE HOLD + VOLUME + TEXTURE FOR A NATURALLY SEXY, LIVED-IN LOOK...



**SUPER SHAPE**  
hair spray



- Achieve every level of hold with this best-selling, hair-perfecting hair spray.
- Defends against humidity.
- Adheres to the strictest environmental regulations.



**NEVO SUPER SHAPE EXTREME**  
hair spray



- Your favorite hair spray now with **hurricane-proof hold**.
- Firm hold without stickiness or build up.
- Fast drying, extreme all day hold without the weight.



**NEVO TOTAL FIXATION**  
firm hold gel



- Strong, all-day hold and control.
- Clean, 100% Vegan gel with **zero flaking** or buildup.
- Firm texture for spiky, controlled styles.



**NEVO LIVED-IN**  
powder potion



- Powder transforms to a lightweight, velvety pomade.
- Builds the foundation for styles.
- Instantaneously creates coveted second-day **texture**.



**NEVO TWIST**  
fiber paste



- A versatile and malleable paste.
- Combines the **strength** of gel with the **flexibility** of pomade.
- Lightweight fibers allow for complete control to style, spike and twist.

**TIP:** Add volume to braids by sprinkling and patting NEVO Lived-In onto hair.



**NEVO DETAIL**  
shine & define polish



- Create shine-sculpted style with staying power.
- Light, gel-like consistency to **sleek and smooth**.
- Long-lasting style, structure and form.



**NEVO FULL VOLUME**  
volumizing foam



- Weightless formula provides **maximum volume**.
- Cottonseed Proteins plump individual hair strands.
- Zero Alcohol and Zero VOC's.



**NEVO MODEL BEHAVIOR**  
styling creme



- Lightweight shaping creme defines curls, polishes waves and boosts shine while taming frizz.
- Hydrolyzed Oat Protein provides moisture and conditioning.
- Workable hold with luminous shine.



**NEVO INVISIBLE CONTROL**  
manipulator mist



- Heat-activated control mist that doubles as a thermal protectant.
- Soy Protein provides moisture, shine and body.
- Provides internal control and support while leaving hair workable.

{ **TIP:**

All NEVO Stylers are water-based making them ideal to cocktail together to create a customized styling product. **A PRAVANA Favorite:** Full Volume + Model Behavior creates volume and control.

}





**FORMULA:** PURE LIGHT BALAYAGE LIGHTENER + MEDIUM ACTIVATOR + EXPRESS TONES BEIGE

# HOW TO: LOW BUN

## PRODUCTS FEATURED



1. Blow-dry hair straight after cleansing with your favorite PRAVANA NEVO Shampoo and Conditioner duo. Use a teasing brush to create a deep side part. Curl all hair from the middle of the hair length down.
2. Once curled, pull all hair to one side in a low ponytail.
3. Sprinkle **Lived-In** throughout the ponytail. Pat the powder in to create the foundation for the bun you are about to create.
4. Pull hair apart at the top of the ponytail elastic, making a parting.
5. Loop ponytail through the parting either once or twice, depending on hair length.
6. Pin bun into place.
7. Accessorize your bun with a glittery bobby pin.
8. Mist **Super Shape Extreme Hair Spray** for all-night hold.

{ **TIP:** Visit PRAVANA on YouTube to find more great videos featuring tips, tricks, styling!  
youtube.com/pravana }



# PRAVANA™ CONNECT

FOR SALON PROFESSIONALS

## JOIN OUR CLIQUE!



JOIN AT [PRAVANA.COM](http://PRAVANA.COM)

### FREE MEMBERSHIP BENEFITS

ONLINE HAIR COLOR CERTIFICATION

CUSTOM FORMULAS

SPECIAL MEMBER PROMOTIONS

SALON MERCHANDISING MATERIALS

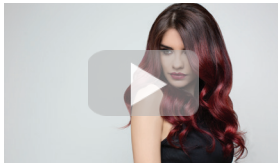
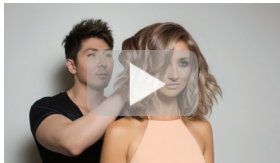
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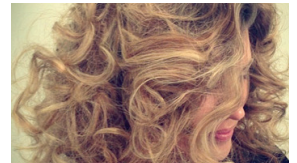
#### WATCH IT

The latest trends, techniques, and tips from the industry's hottest stylists



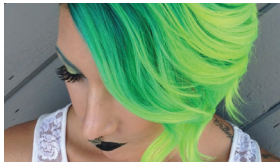
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Explore a visual diary of stunning color inspiration, exclusive contests, and much more



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