



TM

PRAVANA

TEXTURE

Texture control options are essential in all salons. PRAVANA is a leader in this category and the go-to brand for professional texture services, offering temporary to permanent straightening and smoothing, or permanent, bountiful waves.

Perfection

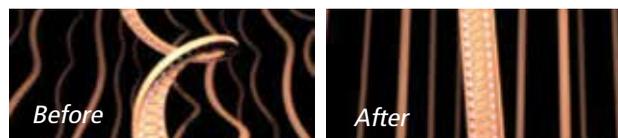
SmoothOut

WHY PERFECTION?

Your clients desire perfect hair – that sleek and smooth look that defines confidence. Now they can have perfection and stylists can cut styling time in half without any tradeoffs. In addition to smoothing and eliminating frizz, **Perfection SmoothOut** can be used to reduce hair volume, redirect hair growth patterns in specific areas or tame a stubborn cowlick. Because **Perfection SmoothOut** significantly improves hair texture and control, most clients will experience up to a 70% reduction in daily styling time!

HOW IT WORKS

Perfection SmoothOut employs an exclusive nano-amino acid complex comprised of special amino acids, heat protective polymers and a unique reducing catalyst. The nano-amino acid complex penetrates the hair fiber and virtually suspends the hair's textural memory, transforming rough, frizzy hair texture to a smooth, sleek, shiny finish without the use of formaldehyde.



Perfection SmoothOut leaves hair healthy and gorgeous beyond expectations!

WHO IT'S FOR

Perfection SmoothOut is safe and effective for all hair types and conditions:

- BLEACHED
- HIGHLIGHTED
- FINE
- COARSE AND KINKY
- COLOR-TREATED
- PREVIOUSLY SMOOTHED

Perfection IS A GAME CHANGER FOR SALONS, AND A LIFE CHANGER FOR SALON CLIENTS

FEATURES

BENEFITS

Certified Formaldehyde-Free	New, patent-pending technology employs natural amino acids to suspend the internal textural memory of the hair. No need for expensive salon ventilation systems.
8-12 Weeks of Desired Results	Hair is transformed to a smooth, frizz-free state lasting up to 12 weeks. Most clients remark their styling time is cut in half. Results are cumulative - subsequent services yield longer-lasting results.
One Solution for All Hair Types and Conditions	Perfection formula is safe and effective to use on all hair types and conditions: bleached, highlighted, fine, coarse and kinky, and color-treated. It can also be performed over other smoothing services.
Multiple Salon Service Options	In addition to all-over smoothing, Perfection can be used to reduce volume, eliminate frizz, control cowlicks or redirect growth patterns and dramatically reduce styling time. It is perfect for retexturizing male clients, as well.
Shea Butter and Nano Amino Acids Condition While Processing	Natural shea butter serves to hydrate and protect the hair, while nano amino acids penetrate the hair to actually strengthen hair during the process.
Shampoo and Color Hair The Same Day	Clients can shampoo and color their hair the day of their Perfection service. In fact, clients can put hair up in a ponytail and use clips without concern. This is not possible with keratin/formaldehyde smoothers.
Safe 360°F Processing Temperature	Many Brazilian/keratin-type smoothers require a processing temperature of between 400° F and 450° F. Perfection SmoothOut safely processes with an iron heat of 360° F, reducing exposure of hair to unnecessary thermal damage.

Perfection



Perfection SmoothOut PROCEDURE:

STEP 1. The Perfection SmoothOut service begins with a client consultation to establish the texture and condition of the hair.

STEP 2. Shampoo the hair twice using Perfection Smoothing Shampoo.

STEP 3. Upon the second rinse, towel dry hair to remove excess moisture. Remove 95% of moisture from hair by using a warm-hooded dryer or a hand-held dryer. Hair should be very slightly damp to the touch. Comb and part the hair into 4-6 sections securing each with a clip.

STEP 4. Shake SmoothOut Solution before use and place approximately 1-2 ounces, depending on hair length, into a mixing bowl.

STEP 5. Using a bowl and brush application method, begin by taking ½ inch partings and apply the SmoothOut Solution to the hair from the scalp to the ends.

STYLIST TIP: Comb hair periodically to remove any tangles and to achieve a smooth, straight surface. It is important to saturate the hair with the Perfection SmoothOut Solution. To determine if you are applying the correct amount, work the wide tooth side of a comb through the hair, and if you have any excess product on the comb, you have over-saturated the hair. Work remaining excess through the next section.

STEP 6. Set a timer and process for 15 minutes. After the hair has processed, comb the hair straight and smooth.

STEP 7. After processing, use a hand-held dryer on medium heat and a non-metal brush with tension to remove most of the moisture, keeping a smooth and straight finish. Hair should be dry to the touch.

STEP 8. When the hair is almost dry, turn on flat iron and set the temperature to 360° F. Before ironing, ensure hair is dry enough so when the flat iron is placed on the hair it steams but doesn't sizzle. Taking ¼ inch partings, iron the hair until steam stops emission and the hair has a smooth, shiny finish. It will typically take 5-7 passes with the iron on each parting. 7-10 passes on 1/8 inch partings for further curl reduction on curlier, coarser hair.

STEP 9. Once the hair has been completely ironed, allow it to cool for 15 minutes and then thoroughly shampoo. Rinse and apply Perfection Hair Masque; leave in the hair for 4 minutes. Rinse and style as desired.

STYLIST TIP: Always perform color services *after* the Perfection SmoothOut Service. The Perfection SmoothOut service, like other texture services, may often cause artificial color to fade somewhat. Color hair following the service to compensate for any color loss.

**Clients can shampoo and/or receive hair color services immediately following the Perfection SmoothOut service.*

Perfection

ONE SOLUTION. ENDLESS POSSIBILITIES.
Perfection gives you the versatility to perfect every one of your clients.



CONTINUAL COMBING

For the client who wants to maximize curl reduction.

General application with one exception: while hair is processing in step 6, continually comb the hair straight with tension for 15 minutes.



VOLUME COMPRESSION

For the client that wants to maintain their natural texture but reduce volume.

Once you begin sectioning the hair to apply Perfection SmoothOut Solution, create a horseshoe parting from temple to temple. Comb this hair up and secure it with clips on top of the head so it's out of the way. Now take the hair below and separate into four sections. Begin applying Perfection to this hair, taking ½ inch partings using a bowl and brush application from the scalp out to the ends until all four sections are complete. If the hair is very curly and you want to dramatically smooth and straighten, use our Continual Combing technique previously mentioned. Continue with general application.



DIRECTIONAL TRANSITION

For the client that wants to redirect a specific growth pattern.

Step 1: Establish the growth pattern of the hair in various areas. Once identified, take into account the final desired look, and then work with Perfection to redirect that growth pattern to achieve the desired look. Quite often, only partial placement services are needed. Continue with general application starting with step 2.

KERATIN FUSION

TEXTURE CONTROL

WHY KERATIN FUSION TEXTURE CONTROL?

Keratin Fusion Texture Control is an innovative salon service that instantly and permanently transforms coarse, curly, unruly hair into smooth, straight and manageable locks.

HOW IT WORKS

Keratin Fusion Texture Control gently but effectively transforms the internal bonds of the hair and simultaneously imparts pure keratin protein to both the interior and exterior of the hair shaft. Cysteamine, a natural amino acid cleaves the hair's disulfide bonds, allows a straighter configuration to be bonded or locked into the hair.

• NO THIO • NO SODIUM HYDROXIDE • NO FORMALDEHYDE • NO ALDEHYDE



WHO IS IT FOR

Keratin Fusion Texture Control can be used successfully over color-treated hair (using 20 Volume Developer or less) and highlighted hair up to 50%. However, Keratin Fusion Texture Control is a chemical service. As such, the hair must be in good condition.

TIPS AND TRICKS

- During the processing time it is important to continually comb the hair. It's a good idea to use a comb with both broad and fine teeth. This allows you to switch between the two and helps in maintaining continual moderate tension on the hair.
- When performing the service periodically redirect the hair. Make vertical partings and comb the hair out away from the head to remove any tangles close to the scalp until the entire section has been redirected.
- Hair is sufficiently ironed when it is smooth and shiny. If hair has not been sufficiently ironed it will feel coated.
- Enhance client's manageable, smooth hair by including NEVO Reparative Shampoo and Conditioner into daily routine.
- It's important that clients not shampoo or braid their hair for 48 hours after the service is done.
- The hair can be colored using ChromaSilk colors with Zero Lift Developer immediately after this service. However, for best results, it is best to wait 7 days before performing a hair color service.

KERATIN FUSION TEXTURE CONTROL PROCEDURE:

STEP 1: The Keratin Fusion Texture Control service begins with a strand test to establish whether or not the hair has had any previous chemical services including previous relaxers, hair color and/or hair lighteners. Do not use Keratin Fusion Texture Control on hair that has been previously relaxed, has highlights of more than 50%, or has been colored using developers greater than 20 Volume.

STEP 2: After consultation, shampoo the hair using PRAVANA's Sulfate-free Clarifying Shampoo. This completely cleanses and removes any mineral or medication deposits from the hair.

STEP 3: After the shampoo, towel-dry the hair to eliminate moisture. Once hair is towel-dried, comb and part the hair into 4-6 sections.

STEP 4: Place 4-8 oz. (depending on the length of the hair) of Keratin Fusion Reforming Lotion into a mixing bowl, and add 50% to 100% of the Keratin Fusion Restructurizing Serum ampoule. Stir with a tint brush.

STEP 5: Begin in the most resistant area (typically the nape) by taking 1/2" partings and apply the mixture 1/4" away from the scalp to the ends. Apply to the front hair line last. It's important to apply the Reforming Lotion quickly; the processing starts as soon as the lotion is applied.

STEP 6: Continually comb hair, applying moderate tension. Periodically lift and comb hair away from the scalp. **Do not pack the hair down onto the head.** Continue the process of applying the mixture to thin partings and combing with tension until the application is complete. Once all sections have been completed, apply the reforming mixture to the front hairline.

RESULT AND AFTERCARE: Not only is the hair straight, but it has body and movement. It's important that clients not shampoo or braid their hair for 48 hours. In addition, hair can be colored using Chromasilk Hair Colors with Zero Lift Developer immediately after this service; however it is best to wait 7 days for all other color services. For the longest-lasting results, use NEVO Reparative Shampoo and Conditioner.

STEP 7: Periodically check to see if the hair is processed by using a knot technique. Take a small strand of hair and tie it in a simple knot. Gently tug at each end to tighten. If the hair is not yet processed, the knot will loosen easily by releasing tension. When hair is fully processed, the knot will remain taut when tension is released.

STEP 8: Once the processing is complete, rinse the hair. It is very important to rinse the hair for at least 3 minutes with warm water.

STEP 9: Towel-dry hair and lightly mist Keratin Fusion Thermal Insulator onto the hair.

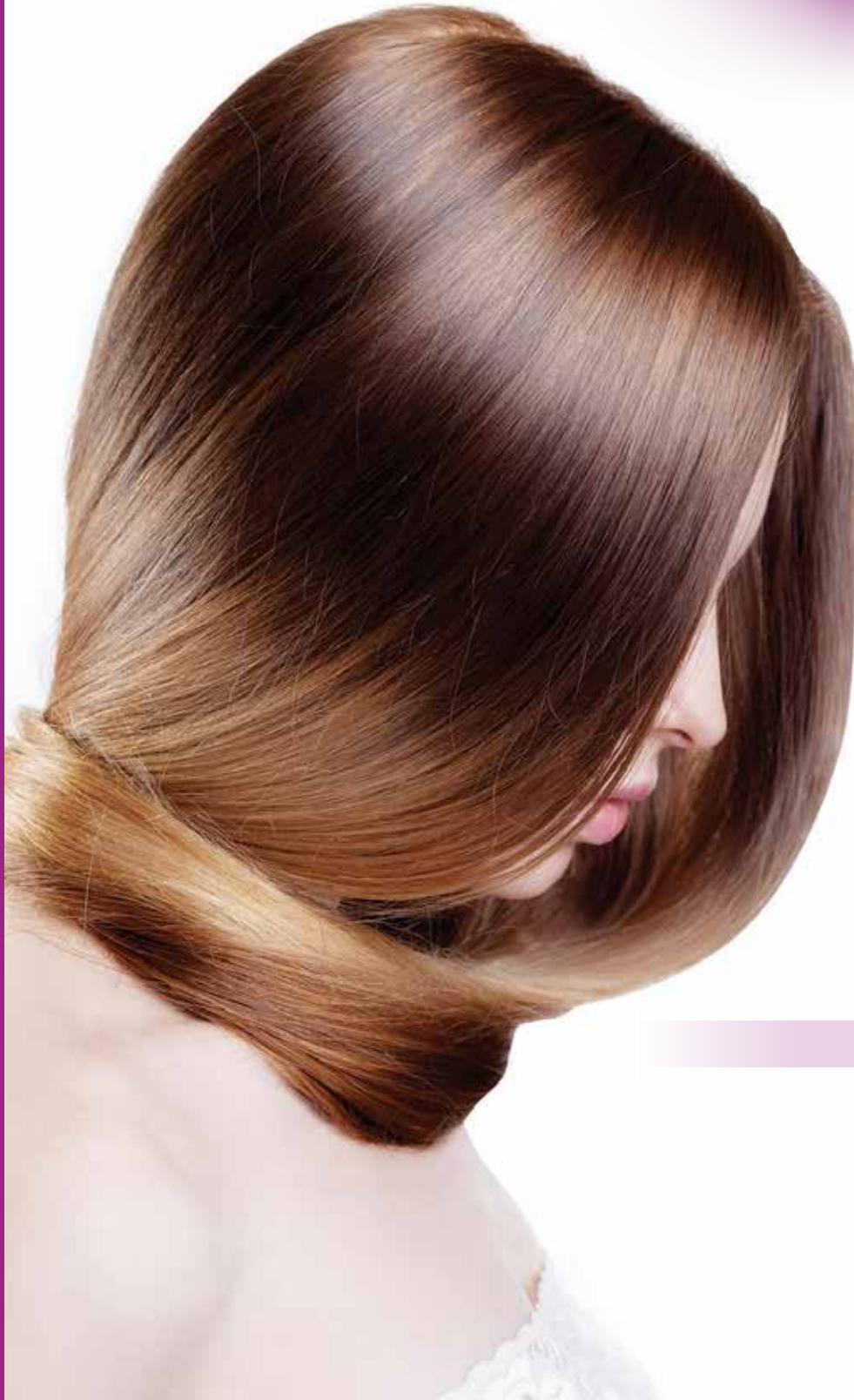
STEP 10: Remove at least 90% of the moisture from the hair. You can use a diffused hand-held dryer and work through with the fingers to remove the moisture or place clients under warm-hooded dryer.

STEP 11: Pre-heat iron to 400° F. Begin flat ironing by taking 1/4" sections and work slowly from the scalp out to the ends. Flat iron the hair until it is completely dry, straight and smooth.

STEP 12: Now it's time to re-bond the hair. Using a brush, apply Bonding Lotion to the hair. Take care to fully saturate hair and comb with consistent, moderate tension. Allow to process for 5 minutes.

STEP 13: Once the Bonding Lotion has processed thoroughly, rinse hair for a full 3 minutes using a steady stream of water.

STEP 14: Completely dry and style hair as desired.



KeraGLAZE Smoother & Color Lock

WHY KERAGLAZE SMOOTHER AND COLOR LOCK?

Temporarily infuses hair with pure keratin protein and special polymers to actually resurface the hair to a shiny, frizz-free finish for up to six shampoos.

HOW IT WORKS

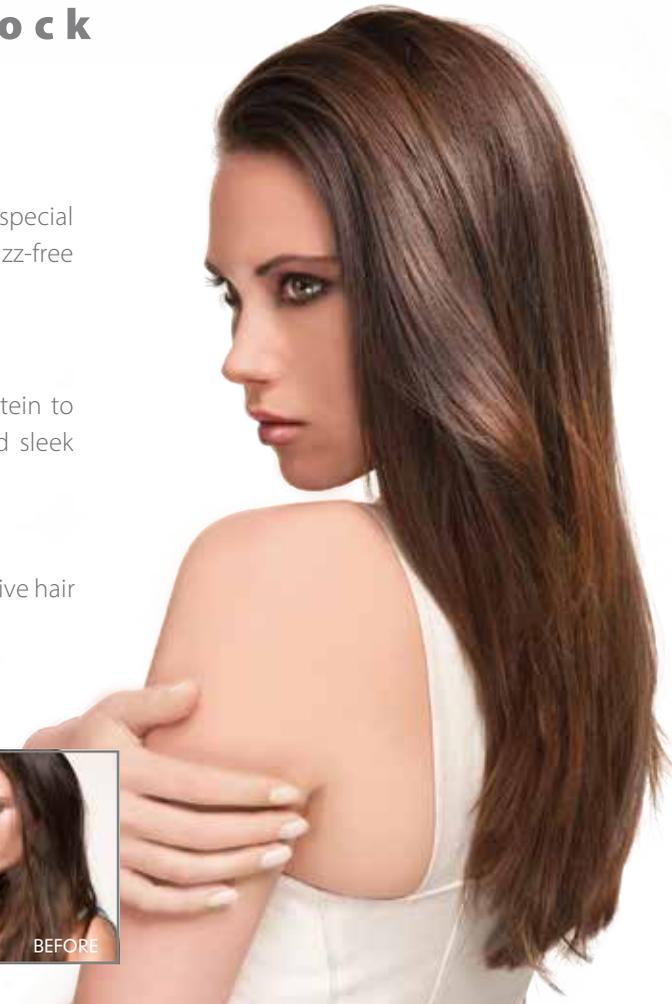
Heat-activated polymers assist in binding keratin protein to the surface of the hair fiber, leaving hair healthy and sleek with incredible shine.

WHO IT'S FOR

Anyone who wants to temporarily eliminate frizz and give hair a glass-like finish lasting up to six shampoos.

THE OPTIONS FOR KERAGLAZE ARE ENDLESS

- Temporary smoothing solution
- Locks in hair color
- Rejuvenates any chemical salon service
- A deep-conditioning treatment
- Protects hair during thermal styling



KERAGLAZE PROCEDURE:

1. Shampoo hair with NEVO Reparative.
2. Towel-dry thoroughly.
3. Spray hair thoroughly with KeraGLAZE Strength (about 15-25 pumps depending on hair length and texture).
4. Spray KeraGLAZE Shine throughout hair (about 6-10 pumps depending on hair length and texture).
5. Blow-dry hair.
6. Set iron between 350°-400°. Taking ½" partings, make 1-2 passes with the flat iron to seal in KeraGLAZE.





The Beach Wave

LONG-LASTING WAVES KIT

WHY BEACH WAVE?

The trend is undeniable, nearly every celebrity is flaunting a new, sensuous look of soft, luxuriously loose waves. Now, you can offer this gorgeous look to your salon clients.

The Beach Wave is a product solution and service designed to provide long-lasting, soft, natural waves. Our technique and formula allows clients to achieve this long-lasting sensuous look quickly and easily.

HOW IT WORKS

Cysteamine, a natural amino acid, gently realigns the hair's internal bonds to give long-lasting waves. Beach Wave infuses hair with silk and keratin amino acids, strengthens, protects and adds shine.

WHO IT'S FOR

Anyone who wants long-lasting, soft waves. Can be used on virgin, color-treated (**using 20 Volume Developer or lower**), or **up to 50% highlighted hair**.

BEACH WAVE PROCEDURE:

- STEP 1:** Shampoo hair with PRAVANA Sulfate-Free Clarifying Shampoo.
- STEP 2:** Rinse thoroughly. Towel dry.
- STEP 3:** Comb hair straight, remove all tangles and separate into workable sections.
- STEP 4:** Apply cotton around the hairline to protect the eyes and clothing.
- STEP 5:** Wrap hair using large rods or rollers. Roll the hair in your preferred wrapping technique.
- STEP 6:** Apply Reforming Lotion to the hair being careful to evenly distribute to both the underside and topside of each rod or roller.
- STEP 7:** Begin processing time once the Reforming Lotion is completely applied throughout the hair.
 - a. For natural or color-treated hair, 10-15 minutes
 - b. For highlighted hair, check highlighted strands every 3-5 minutes.

NOTE: It is important to process in warm room with a temperature of at least 70° F.

STEP 8: To fully confirm the curl or wave has been achieved, partially unwind one or two of the rods or rollers. In a resistant area (such as the nape area)

push the section to the scalp to ensure hair drops at the scalp area, rather than buckling up. Be careful not to stretch or pull the hair. When the hair has softened, then it has fully processed. If not, check again after 5 minutes, selecting a new area to test each time.

STEP 9: When processing is complete, cover rods or rollers with a hair net, lower the water pressure and rinse the hair for at least 3 minutes.

STEP 10: Towel blot to remove excess water. This is vital to ensure the longevity of the wave and to avoid malodor in the hair.

STEP 11: Apply the Bonding Lotion and process for at least 5 minutes.

STEP 12: Lower water pressure and rinse the hair for at least 3 minutes.

STEP 13: Remove rods or rollers. Towel-dry.

STEP 14: Saturate hair with Keratin Fusion Restructuring Serum and process for 3 minutes. Rinse.

STEP 15: Style as desired. Be mindful not to place too much tension on the hair.

STEP 16: Client should not shampoo hair for 48 hours.



BEFORE

PRAVANA™



EXTEND THE LIFE OF YOUR
TEXTURE SERVICE WITH:

NEVO

*Longer-Lasting Hair Color,
Lustrous Condition, GUARANTEED.*

- NO SODIUM CHLORIDE
- NO PARABENS
- NO PHTHALATES
- NO SULFATES
- NO SULFITES
- NO COCAMIDE MEA



100% VEGAN | 100% GLUTEN-FREE | 5% TO FIGHT CANCER | 100% BIODEGRADABLE | ADVANCED COLOR CARE



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