

PRAVANA™

- IN THE PRESS -



MODERN News PRODUCTS-PEOPLE-EDUCATION

Ready. Set. Glow.

Hold onto your hats, folks: Pravana is releasing five electric colors in ChromaSilk Vivids. ChromaSilk Neons will include Neon Pink, Neon Yellow, Neon Orange, Neon Green and Neon Blue, and they're not for the faint of heart. Visit pravana.com.

Ramirez Joins Mizani Team

Mizani just announced that celebrity stylist Cesar Ramirez is coming on board as its new celebrity artist. Ramirez has 15 years industry experience under his belt and has tousled the tresses of Beyoncé, Jennifer Hudson, La La Anthony, Rita Ora, Cassie, Ciara and Demi Lovato, among others, and will be a good fit for the lecture-focused brand. Ramirez will be leading photoshoots, participate in advanced training opportunities and select education events. Visit mizani.com.

Clean it Up

New from StyleEdit this summer is Invisible Dry Shampoo. The aerosol uses a blend of oil-absorbers and neutralizers to clean hair without making it dull. The damage repair technology mimics hair's own keratin for targeted repair of breakage and split ends that continues to work over time. Visit styleedit.com.

Bold Mold

Moroccanoil devotees will want to get the brand's new Molding Cream. The fiber-rich, emollient texturizing cream is formulated with argan and olive oils for moisture and elasticity to leave hair with natural-looking texture and flexible hold. Good for all hair types and lengths—texturizes, thickens and provides medium hold without stiffness or flaking. Visit moroccanoil.com.

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