

PRAVANA™

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SALON

PRAVANA APPOINTS SHERRI JESSEE AS NEW GLOBAL CREATIVE ADVISOR



PRAVANA, the ever-evolving salon professional brand with the fastest-growing professional hair color in the nation, is pleased to announce Sherri Jessee's new role as PRAVANA Global Creative Advisor. Internationally renowned as one of the very best in the beauty business, Sherri's expertise and unique creative vision will serve as a driving force behind many of the brand's efforts in 2015 and beyond.

With knowledge gleaned through a Bachelor's Degree in Education and two decades of experience traveling the world as a platform artist, Sherri has amazing talent in hair, makeup, fashion editorial and runway work. An esteemed industry expert, her hair and makeup work has been featured in hundreds of acclaimed publications internationally across six continents.

Distinguished as a "Living Legend in the Hair World," a "Woman of Style," and "One to Watch," Sherri is a recipient of the "Createur De Mode" Award, "2013 NAHA Editorial Stylist of the Year," and "2014 NAHA Editorial Finalist." Sherri is also a member of the prestigious Intercoiffure Artistic Team. When she isn't jet setting to Paris, Mumbai or Milan, she can be found in her busy salon in Bristol, Virginia.

"We couldn't be more thrilled to bring Sherri Jessee on board as Global Creative Advisor," says PRAVANA Founder Steve Goddard. "Her passion, work ethic and unique feminine approach to beauty make her the perfect fit for this role."

Sherri will lend her customized approach to contemporary education to PRAVANA's educational programs, and will be showcased at shows including ABS Chicago in March and Premiere Orlando in June. Sherri will act as a member of PRAVANA's 2015 training team, designing all exclusive styles for 2015 classes, and will be included as a presenter for the 2016 educator training.

About: Founded in 2004 by 30-year beauty industry veteran Steve Goddard, PRAVANA International is a global salon professional hair care brand "created by stylists, for stylists". PRAVANA'S anti-corporate philosophy goes beyond traditional product creation by redefining personal hair care with a caring commitment towards only the highest quality brand and product precision, underscored by a responsible and altruistic eco-conscious approach, which includes biodegradable packaging, natural, non-harmful ingredients and a built in charitable contribution for every purchase made.