

PRAVANA™

- IN THE PRESS -

Better Business

There's An App For That

Make your life easier with these four virtual assistants.

According to a recent study by the Pew Research Center, nearly two-thirds of Americans are smartphone owners, and for many, these devices are a key entry point to the online world. In turn, more and more beauty companies, salons, distributors and shows are building apps to interact with clients and stylists. Check out these mobile applications, which are designed to serve as tools to help stylists and clients. —K.M.



PRAVANA FOR Stylist
WHAT The Color

Formulator is a collection of tools to help salon professionals with their everyday haircoloring needs. **HOW** Determine the client's current color state, select a shade from ChromaSilk color swatches and hit "formulate." The app provides tips for refreshing, retouching, virgin color application and gray coverage and offers full access to all ChromaSilk color swatches.



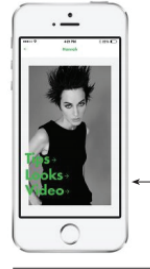
MILLENNIUM SYSTEMS INTERNATIONAL MY MEEVO
FOR Meevo client

WHAT The My Meevo app gives beauty pros instant access to their Meevo Smart Center, a sales dashboard with view stats and game alerts. **HOW** Users can view personalized sales metrics, product and service totals, rebook percentages and game alerts, and can compare metrics against historical data points.



AVEDA INVATI JOURNEY FOR Client

WHAT The Invati Journey was developed by lifestyle experts to support thicker, fuller hair through a holistic approach, like offering nutrition and stress-management advice alongside hairstyling, cut and coloring tips. **HOW** The app provides tips and support for healthy beauty and lifestyle habits, a journal to record the process, and tools to help document and measure success.



R+CO EDUCATION FOR Client and stylist

WHAT The app provides education and inspiration for hairdressers and increases value for clients. **HOW** Along with facilitating a consultation, the app gives clients access to product prescriptions and video demos of looks to recreate. Hairdressers receive access to cutting-edge education and exclusive content.



Mario Tricoci salon uses Groh Ergo Boost Hair & Scalp Conditioning Treatment in an add-on service to promote a healthy scalp and hair.



38 American Salon June 2015

Power Plant

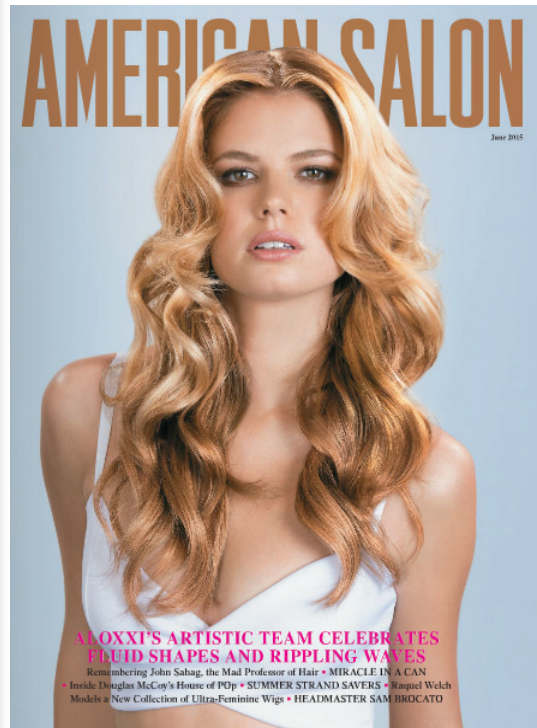
Beauty and biology combine in Groh, an innovative solution for skin and hair health.

Dr. Marvin Hausman joined the beauty industry by accident. He was researching a way to use mushrooms to combat autoimmune diseases, and found that it helped users' hair and nail growth and health. So he took the key ingredient, ergothioneine, and looked for ways to use it in recognizable beauty products. The result: Groh, a line of products that uses ergothioneine and plant-derived vitamin D to supercharge, strengthen and repair cells, boosting healthy skin, scalp, hair and lashes. "Mushrooms boast this powerful antioxidant, and they're the only ones in the world that can produce it to any sizable degree," Hausman says.

Mario Tricoci salon uses Groh Ergo Boost Hair & Scalp Conditioning Treatment as an add-on service. It's massaged onto the scalp at the shampoo bowl, and adds little to no time to a regular service. "We can prescribe it for home use, but the in-salon treatment is five times stronger, so clients have to come back for that," says Anthony Muti, co-founder. The retail kit includes the treatment, Daily Replenishing Supplement, Skin Recharging Bar and Skin Repair Treatment. The Chicago location has been offering the treatment for more than a year and now performs about 500 per week, Muti adds. "It's hydrating, and it replenishes the hair and scalp," he says. "I really believe the technology of cleansing the scalp is so new, so we have to push that before we take it to the next steps." —K.H.

PHOTOGRAPHY: COURTESY OF MARIO TRICOCI SALON (POWER PLANT)

American SALON



THERE'S AN APP FOR THAT

PRAVANA:

FOR: Stylist

What: The Color Formulator is a collection of tools to help salon professionals with their everyday haircoloring needs.

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