

PRAVANA™

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BEAUTY **launchpad**



PRAVANA ANNOUNCES *LIMITED EDITION* ROCK THE CURE COLLECTION

As stylists and salons across the country gear up for their Rock the Cure National-Cut-A-Thons to benefit City of Hope, PRAVANA has announced the launch of the Rock the Cure Collection, available in SalonCentric locations nationwide beginning May 2015 for a limited time only. The collection, a coming-together of some of the industry's favorite brands, offers seven full-size best-selling products for a salon price of \$39.99.

THE COLLECTION INCLUDES:

PRAVANA's NEVO Intense Therapy Treatment
Pureology Colour Fanatic Spray
Redken Wind Blown 05 Dry Finishing Spray
Matrix Oil Wonders Sharp Cut Oil
Mizani Supreme Oil Hair Treatment
L'Oréal Professionnel Volumetry Powder Fresh SOS Refreshing Spray
Essie Nail Color

In honor of the Rock the Cure campaign, SalonCentric will give back \$200,000 to City of Hope this year. PRAVANA's ongoing efforts to support City of Hope include a five percent donation of all PRAVANA NEVO product sales to the organization, a program implemented in 2012. To date, PRAVANA has contributed over \$213,334 to City of Hope.

As a reminder, Steve Goddard, PRAVANA founder, president, and honoree of this year's prestigious City of Hope Spirit of Life Award, invites salons and stylists to "Rock The Cure" by hosting a cut-a-thon to raise awareness and funds for the organization. Participants across America are encouraged to host their event on May 18* and donate proceeds from salon services, inviting friends, family and clients to get the word out and come in themselves. To participate and learn more about the campaign, visit the City of Hope website and complete a registration form to receive all the tools needed to recruit, plan and promote individual events. Rock the Cure Cut-A-Thon donors can submit their monetary donations at <http://www.crowdrise.com/RocktheCure>. As an added incentive, all donors that add funds to the campaign through the Crowdrise campaign fundraising page on or before June 8 will be automatically entered to win a trip for two to Las Vegas to attend the Spirit of Life Awards Gala and the North American Hairstyling Awards (NAHA) on July 11.

Goddard will receive The Spirit of Life Award at Mandalay Bay Hotel & Casino, Las Vegas, Nevada at the Gala on July 11. This honor is awarded annually to an industry leader who has demonstrated outstanding business and philanthropic achievement. The evening will celebrate the hope of a cure for cancer and other life-threatening diseases. The event, one of the industry's best networking evenings, will include a hosted cocktail reception, dinner and entertainment. For information about the Spirit of Life Gala, visit www.cityofhope.org/salon/sol.

*Cut-a-thons can be hosted and funds donated back any day in 2015. May 18 is just a suggested date.