

PRAVANA™

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PRAVANA NEVO COLOR ENHANCER TREATMENT

There is nothing worse than full, faded color. Now you can help preserve your clients color in between salon visits thanks to PRAVANA NEVO Color Enhancer Treatment. Routine shampooing, heat styling and UV exposure can all attribute to color fading. This treatment offers stylists a multitude of easy opportunities to build revenue by retailing the ideal Color Enhancer to every client who gets a color service done, creating an express color boost service in between haircolor appointments or even as an add-on prior to blow-dry services. Clients can breathe new life into less-than-fresh color every time they condition. This at-home treatment refreshes vibrancy and tone, while improving strength and shine to maintain the brilliance of color and the health of hair between salon visits.

Key Benefits:

- Available in five shades to provide a fit for most haircolors
- Chart is provided to easily identify which shade is the best choice for your client
- Imparts brilliant color, glossy shine and strength
- Enriches hair with Soy Protein

Shades Include:

- Honey Blonde- enhances golden tones
- Brilliant Copper - infuses copper or orange tones
- Radiant Red - deepens and brightens red tones
- Deep Burgundy - saturates a deep red/violet tone
- Cocoa Brunette - reinforces rich, natural brunettes

Shampoo hair and wring out or towel-dry to remove excess moisture. Distribute the product through hair, leave on for 1 to 2 minutes and rinse and style as desired. Results intensify with each use. For a more potent color boost, apply to clean, towel-dried hair once a week. Leave in for 15 to 20 minutes, then rinse and style as desired.