

PRAVANA™

- IN THE PRESS -

YOU.
beauty



The Brazilian Blowout, 5 Years Later: Is It Still Worth It?

In-Salon: PRAVANA Keratin Fusion Texture Control and Perfection SmoothOut, approx. \$150 each

A brand created around the premise of using natural, non-harmful ingredients, biodegradable packaging and charitable contributions for every purchase, **PRAVANA** offers two options. The paraben and formaldehyde-free **Keratin Fusion Texture Control** service permanently straightens hair by relaxing internal bonds with an infusion of pure keratin protein. Or try the gentler **Perfection SmoothOut Treatment** that employs a proprietary nano amino acid complex to transform strands into frizz-free smoothness that lasts for eight to 12 weeks.