

PRAVANA™

- IN THE PRESS -

shelf life

1 → **Tints Color Lift & Color** [KEUNE HAIRCOSMETICS] gently lifts up to four levels and deposits intense tones with staying power in a single step. → keune.com

2 → **Damage Repair Shampoo** [BAIN DE TERRE] is a paraben-free formula with shea butter and wild ginger to restore health to heat-styled hair. → bainedeterre.com

3 → **Nevo Color Enhancer Treatment** [PRAVANA] is an at-home or in-salon add-on treatment that refreshes the vibrancy of hair color between salon visits. → pravana.com

4 → **FPF 30 Instant Deflate** [REDKEN] from the new Frizz Dismiss frizz-fighting range is a leave-in smoothing serum for medium to coarse hair textures. → redken.com

5 → **Airbrush Root Touch-Up Spray** [ORIBE], available in five shades, instantly covers gray with microfine pigments that blend seamlessly and absorb oil. → oribe.com

6 → **LightInsider Lightening Systems** [MATRIX] consists of Lightening Conditioning Cream and Lightening Boosting Powder that provide six levels of lift without ammonia. → matrixfamily.com

7 → **Color Creative** [KENRA PROFESSIONAL] offers eight new electrolyzing semi-permanent shades ranging from yellow to Magenta that can be mixed for a variety of looks. → kenracolor.com

8 → **Sweet Definitions Texturizing Super Mist** [KERATIN COMPLEX] is a color-protecting, moisturizing spray that can be used to create sexy, tousled waves with flexible hold. → keratincomplex.com

9 → **Color.Me** [KEVIN MURPHY] is a new 74-shade line of permanent and semi- and semi-permanent hair color that delivers full gray coverage and up to four levels of lift. → colormebykm.com



hot stuff
Check out all the new products we discovered this month.



big launch

Kevin.Murphy's first foray into haircolor, Color.Me, is PPD- and ammonia-free and contains naturally derived ingredients including shea butter, honey and pomegranate.

the Colorist The Color Authority



GABBIE BYRD showed such promise after graduating from the Aveda Institute in St. Petersburg, FL, in 2013 that Albie Mulcahy hired her on the spot to work in his St. Petersburg salon, VLVT. The talented colorist dreams of one day becoming a platform artist and educator or even opening a salon, but first, she wants to focus on building her book. "I'm still new so I'm taking baby steps," Byrd says. Her current color obsession? "I'm loving working with vivid colors from Pravana," she says.

HOT STUFF

NEVO Color Enhancer Treatment (PRAVANA) is an at-home or in-salon add-on treatment that refreshes the vibrancy of hair color between salon visits.