

PRAVANA™

- IN THE PRESS -



shelf life

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

1 -> Infinité Intensives Series [AFTERGLOW]
with shea butter and argan oil incorporates seven pure, concentrated, unoxidized pigments, which can intensify or subdue any permanent tone-on-tone hair color. → aftrglow.com

2 -> Nevo Hydra Drops of the Amazon Replenishing Hair Oil [PRAVANA]
with advanced color protection is rich in antioxidants like Brazil nut oil and babassu oil. Now it comes in a concentrated 4-ounce version. → pravana.com

3 -> RepairInside Hyper-Dose Concentrate [MATRIX]
is for professionals only, helping to strengthen severely compromised hair and leaving it conditioned and smooth. → matrixfamily.com

4 -> Flaming Mousse [MACADAMIA PROFESSIONAL]
is a whipped, airy mousse that gives hair of all textures long-lasting body, lift and shine. → macadamiahair.com

5 -> Watercolors Shampoos [TRESA]
have always been sulfate-free and color-enhancing, but now they've been reformulated and repackaged. → tresacolor.com

6 -> Pure Blends [AMERICAN CULTURE BRANDS]
is a collection of nine color-depositing shampoos and color support products created with high-pigment, herbal blends to keep color locking vibrant. → americanculturehair.com

7 -> Curl Gloss [ORIBE]
is a lightweight glossing gel with a blend of Brazilian extracts, including passion flower, jamaica and cupuaçu, that shapes and shines for ultra-hydrating control. → oribe.com

8 -> Color Rebel [REKLEN]
is temporary hair color with a revolutionary sponge tip applicator and water-based ink technology. → reklen.com

9 -> BC Bonacure Q10 Time Restore Treatment [SCHWARZKOPF]
for mature and fragile hair reactivates keratin production. → schwarzkopf-professionalsusa.com

just out
Matrix introduces Biolage Advanced RepairInside designed for hair with extreme chemical and mechanical damage. Try RepairInside Shampoo, Conditioner, Intra-Reparative Control Cream and Hyper-Dose Concentrate.

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HOT STUFF

PRAVANA NEVO Hydra Pearl Replenishing Hair Oil
Has advanced color protection and is rich in antioxidants like Brazil Nut Oil and Babassu Oil. Now it comes in a concentrated 4-ounce version.

