

PRAVANA™

- IN THE PRESS -

ESTETICAmagazine.com



DROPS OF THE AMAZON: PRAVANA NEVO HYDRA PEARL REPLENISHING OIL

PRAVANA NEVO Hydra Pearl Replenishing Oil is a multi-use product that imparts power doses of the exclusive Drops of the Amazon™ – a natural complex designed to nurture, protect and preserve the surface of hair.

Drops of the Amazon includes three vital ingredients derived from some of the most resilient plants found in the Amazon: Mulateiro Extract, Babassu Oil and Brazil Nut Oil. Not only does Hydra Pearl Replenishing Oil fight frizz and infuse strands with moisture to lock in styles and shield against humidity but stylists and colorists can also:

- Add 2 pumps to up to 4 oz. of mixed hair color for greater color durability and added shine
- Add to VIVIDS hair color for a smoother texture on the hair and greater shine
- Add 2 pumps to up to 1 scoop of Pure Light Power Lightener for added protection while lightening
- Apply to damp hair before cutting for easy-to-comb-through texture
- Add to conditioning treatments for added moisture and strength
- This lightweight oil is also a great retail item. When used at home, clients can harness the power of the natural ingredients to provide hair with moisture, quicker drying time and smoother texture.

All NEVO products are housed in 100 percent biodegradable packaging with formulas that are 100 percent vegan and free of Sulfates, Parabens, Sodium Chloride, Phthalates, Gluten, Propylene Glycol, Cocamide DEA, Cocamide MEA, animal bi-products and animal testing. Five percent of sales of Nevo products are also donated to the City of Hope.