

PRAVANA™

- IN THE PRESS -

MODERN
SALON



PRAVANA NEVO COLOR ENHANCER TREATMENT

PRAVANA introduces **NEVO Color Enhancer Treatment**, a take-home product to refresh color between salon visits with five shades for every color client.

Color Enhancers offer stylists a multitude of easy opportunities to build revenue, including retailing the ideal Color Enhancer with every color service, creating an express color boost service in-between visits or even as an add-on to a blow-dry service.

In five shades - Honey Blonde, Brilliant Copper, Radiant Red, Deep Burgundy and Cocoa Brunette - NEVO Color Enhancer Treatments maintain the brilliance of color between salon visits with every conditioning treatment.