

PRAVANA™

- IN THE PRESS -



HIGHLIGHTS PRODUCTS • PEOPLE • EDUCATION



PARA ESPAÑOL, MARQUE MATRIX

Matrix doesn't take its "reach all, teach all" mission statement lightly; it just launched a new education program for Spanish-speaking stylists in the U.S., Matrix en Español. The brand has created a team of 11 Spanish-speaking educators to target stylists in Spanish-speaking areas and provide in-depth info on Matrix products and techniques. Matrix Artist **Robert Santana** and his team will offer 150 classes in 2014. Visit matrix.com.

Texture to a "T"

Beachy waves and relaxed style has continued to be a mainstay in trending hair, and **Artégo** is making the style that much easier with Parameter T and its Bi-Ball Texturizing Rod System. The long-lasting service will eliminate the daily ordeal with products while creating waves. The Parameter T formula adds volume and boost to fine hair while reducing frizz and adding definition to curly hair. Results last two to three months depending on hair type. No ammonia, thioglycolates or neutralizing phase. Visit artegousa.com.



Fixation

The Nevo line from **Pravana** is making waves with its new Total Fixation gel. The long-lasting, lightweight gel provides strong hold to keep style put for 24 hours without frizz, flaking or build-up. Infused with Pravana's Drops of the Amazon to give hair essential oils to prevent breakage and dehydration. Visit pravana.com.



Spring-Loaded

The new **Hot Tools Nano Ceramic Spring Curling Iron** comes in ¾ inch, 1 inch, 1¼ inch, and 1½ inch barrel sizes. The Nano Ceramic coating emits gentle, far-infrared heat that is kinder to hair, sealing the cuticle and eliminating frizz. Two replacement springs included. Visit hottools.com.

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