

PRAVANA™

- IN THE PRESS -

NEWBEAUTY
THE BEAUTY AUTHORITY

HOT TOPICS

MAKEUP

SKIN CARE

HAIR

SPA + GETAWAYS

SAMPLES

FIND A DOCTOR

PLASTIC SURGERY

Beauty Brands That Give Back

Who They Give Back To:

City of Hope and other organizations through their PRAVANA Cares initiative.

How They Do It:

PRAVANA's NEVO Collection, the brand's first eco-conscious hair-care line, was created with a sole mission in mind. "What if personal care went beyond creating beauty and extended to doing something meaningful for our planet and its people," asks Steven Goddard, president of PRAVANA. "You may call this a dream. I call it NEVO." According to the brand, the collection's packaging is 100 percent biodegradable and begins to break down in a landfill in just 250 days. In addition to aiding environmental concerns, PRAVANA is also donating 5 percent of NEVO's sales to City of Hope, a research and treatment center for cancer, diabetes and other life-threatening diseases.

