

PRAVANA™

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MAGAZINE
salon

PRAVANA Expands its NEVO Styling

Quality styling products meet eco-conscious and environmentally friendly initiatives with the newest launches from PRAVANA NEVO, available now. Expanding on the entirely biodegradable NEVO line, which was launched in 2012, PRAVANA introduces four new NEVO styling products: Super Shape Hair Spray, Lived-In Powder Potion, TWIST Fiber Paste and DETAIL Shine & Define Polish.

The entire collection boasts not only its biodegradability, but is also vegan, environmentally friendly and is free of parabens, sulfates, gluten and phthalates for an entirely good-for-your-hair (and the environment) lineup of products. Using plant-based ingredients found in the Amazon (which PRAVANA has also created a tree-planting initiative in which to help replenish), mulateiro extract, babassu oil and brazil nut oil.

SUPER-SHAPE

Super Shape Hair Spray provides a strong hold, without a sticky finish, while defending against humidity and leaving hair soft to the touch. Mist the SUPER SHAPE Hair Spray at the roots for long-lasting volume and height or spray as desired to hold any style all day long.

LIVED-IN

Lived-In Powder Potion allows clients to build a textured style while nixing any signs of second-day bedhead. For the Lived-In Powder Potion, pour a bit into your hand and rub together to see the magic happen. Work through damp hair for added texture, or apply right to roots and work into hair for added volume.

DETAIL & TWIST

Twist Fiber Paste is flexible, but strong like a gel and the Detail Shine & Define Polish allows cropped styles to get a long-lasting edgy style. Work either product through hair for ultimate hold and to create funky new styles.

