

PRAVANA™

- IN THE PRESS -



HAIRLINES NEWS

Straightening Out



The new Eufora Smooth'n collection gives hair a sleek finish.

Curly-haired clients will be leading the smooth movement with the new Eufora Smooth'n collection. The five-piece lineup straightens and smooths hair over time, while providing an immediate frizz-free look. Soybean phospholipids help progressively straighten out and relax curls and waves, while morninga, abyssinian, safflower and olive oils smooth out tresses for an instantaneous frizz-free and shiny finish that's resistant to humidity.

CANADIAN FINALISTS LOOK AHEAD TO COLOR ZOOM 2014



Parner: Jennal Davies, Gravity Salon, Seattle, WA



Neo Salon: Michael Kelly, Willy's Salon, Chicago, IL



Essence: Michael Stone, Hair's Salon & Spa, Toronto, ON

Three Canadian finalists will be heading to Berlin to compete at Goldwell's International Color Zoom. With their interpretation of Goldwell's Realusion collection, the Canadian finalists brought a high level of technical expertise and creativity to the competition in the categories of Parner, Neo Salon and Creative.

AS SEEN IN salon MAGAZINE

GREEN CORNER

Sustainable Styling

Pravana ups its eco-conscious initiatives with tree planting and biodegradable packaging.

Taking pride in being philanthropic and both health- and eco-conscious, Pravana created all of its products to be free of parabens, sulfates, phthalates and animal by-products. And when Pravana introduced its Nevo line in 2012 along with 100 percent biodegradable packaging, the brand extended its eco-conscious reach to continue to reduce their environmental impact. Furthering its commitment to the planet, when Pravana built their factory in Brazil, the company also planted 19,000 indigenous trees to help replenish resources, such as mulateiro extract and Brazil nut and babassu oils that are used to create its products.

PHOTOS COURTESY OF PRAVANA; HAIR: MICHAEL STONE; COLOR: GABRIELLA PERAZZINI

Sustainable Styling

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