

PRAVANA™

- IN THE PRESS -

HAIRLINES
NEWS

AS SEEN IN
salon MAGAZINE

EDITOR'S PICKS

From revitalizing hair to holding your client's style in place, these six new launches do it all.

HOLD ON TIGHT
Male clients get flexible hold with the new American Crew Liquid Wax, which allows them to restyle their hair without a sticky finish. americancrew.com

SALT SPRITZ
Clients who crave loose, beachy waves will get on board with the new Scruples Texture Fix Sea Salt Spray Gel, which gives strands a loose, undone hold in just a few sprays. scrupleshaicare.com

SUSTAINABLY SLEEK
Give hair a smooth, shiny and frizz-free finish with the latest offering from the sustainable brand Neuma: the Neusmooth Finishing Polish. neumabeauty.com

AGE REWIND
Offer brittle strands a dose of hydration to repair and revitalize hair with the Senscience Renewal Shampoo and Anti-Aging Moisturizing Treatment Masque. senscience.com

FRESHLY PICK
Soft pinks and bring a burst of to your client's the Mirabella V collection for s mirabellebeaut

CLEAN START
Give hair a clean start with Pravana Nevo Detox Clarifying Shampoo, which removes residue buildup and gives hair a fresh canvas before a colour treatment. pravana.com

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Clean Start

Give hair a clean start with **PRAVANA NEVO Detox Clarifying Shampoo**, which removes residue buildup and gives hair a fresh canvas before a color treatment.