

PRAVANA™

- IN THE PRESS -



On the Market

Precious fragrances for all occasions...

With packaging inspired by precious gemstones, Le Gemme, the newest women's fragrance collection from Bulgari, provides wearers with the look and scent of ancient luxury. Amarsu, Ashlemah, Calidoro, Lilia, Marzella and Niorah, each inspired by a different gem, contain varying blends of floral, herbal and woody notes. Bulgari selected Aptar's Precious pump to package the fragrance. A light touch of the actuator generates a gentle, continuous, uniform mist. Inspired by tourmaline, amethyst, moon stone, peridot, citrine and turquoise, each bottle is available in sizes ranging from 30-350ml.

A hydrating treatment for colored hair...

Formulated specifically for consumers with dye-damaged or dehydrated hair, Pravana introduced NEVO Hydra Pearl Replenishing Hair Oil. Packed with antioxidant-rich extracts such as Mulatiero, Brazil Nut Oil and Babassu Oil, the 4oz concentrate helps to restore and emphasize a smooth, healthy looking surface to colored or bleached hair, according to the manufacturer. NEVO Replenishing Hair Oil can be added to mixed colors or conditioning treatments, applied to dampened hair or dry cuticles, or even rubbed onto the skin for moisturizing benefits.

A new Method for clearing the air...

Method Products, PBC officially entered the air freshener market with the release of their new Air Refreshers. Powered by patented new dispensing technology from Atopack, the transparent plastic container is pressurized only by compressed air. Available as part of Target Corporation's "Made to Matter" collection of organic, sustainable products, the 6.9oz continuous spray is available in five fragrances: French Lavender, Wild Poppy, Beach Sage, Sweet Tangerine and Fresh Clover.

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