

# PRAVANA™

- IN THE PRESS -

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## Innovative hair products for traveling and after:

I definitely don't like to get my hair products from the travel sized aisle in the drugstore . . . the products are super basic and don't give me what my tresses need. They probably don't give you what you need, either! PRAVANA is a professional hair care line "with a caring commitment towards only the highest quality brand and product precision, underscored by a responsible and altruistic eco-conscious approach, which includes biodegradable packaging, natural, non-harmful ingredients and a built in charitable contribution for every purchase made." I was happy to be hosted to experience it!

Their NEVO line is for color-treated hair.

NEVO Intense Therapy is a detangler with 12 different benefits! It's a leave-in that can help do the repair work on your hair when it's lived a wild life. Size-wise, it's not possible to take it in a 3-1-1 carry-on travel bag, unless you get a small spritz bottle from the dollar store. Here's what they say about it:

So, you've smoothed and straightened your hair . . . and it's looking very '90's. Overworked, very uptight. Get some modern heft and je ne sais quoi with a styling powder! NEVO Lived-In is a cool -- literally and figuratively -- powder that turns into a chill pomade. It's very easy to apply, so don't be afraid! It's not like pouring baby powder in your scalp. It's perfectly sized for a 3-1-1 carry-on travel bag. Here's what they say about it:

Lived-In Powder Potion is product like we have never seen before in the market. As this fine powder transforms to a lightweight, velvety pomade; hair transforms to an enviable, lived-in look. There is no grainy, grittiness left in the hair like seen typically with powder volumizer products. It actually melts into your palms or into your hair creating a "lived-in" texture.

The right amount of, say, dessert, is terrific . . . too much, not so good. Same with shine products. NEVO Hydra Pearls are little tiny individual gel caps that you can use before and/or after you wash your hair. They add gloss, but not heaviness. You won't look greasy and your hair will still be able to hold a style. They're perfectly sized for a 3-1-1 carry-on travel bag. Here's what they say about it:

Made up of exotic oils from nature's richest nuts and most nourishing plants, Hydra Pearls are power doses of Drops of the Amazon™, offering an efficient hydrating system that seals in moisture, effectively rejuvenates hair and revives skin.

