

PRAVANA™

Styling Product Guide



Pravana reinvents styling in more than one way. Pravana's renowned styling products' sleek new design showcases both the elegance and quality of the products. A completely **paraben-free and water-based collection** with ingredients that not only perform, but actually protect the hair as one wears them – the multi-faceted Pravana styling collection enhances hair while styling. New packaging and advanced ingredient formulations give stylists infinite possibilities, if it can be imagined Pravana provides the tools to get it done.

Pravana Styling Collection

On a scale of 1-10. Pravana Styling Products hold range from:
Firm Hold (7-10), **Medium Hold (4-6)**, or **Soft Hold (1-3)**

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Pravana's expert styling products continue to impress with their ability to be cocktailed and layered in endless ways. While most lines' styling products contain both oil-based and water-based formulations (which don't mix well), Pravana created a line of styling products that are all water-based for easy cocktailing in the hand as well as layering on the hair. Mixing both hold and shine, or manageability and volume is effortless with Pravana's line of styling products. On top of having phenomenal versatility, the water-based formulas provide for easy break-down when washing out of the hair, as well as on one's hands after application.

Some favorite styling cocktails from Pravana educators:

- **CURVES Curl Enhancer + RELAX Straightening Crème** – Keeps the curl defined and takes care of frizz when air-drying. When blow drying, it gives volume and the benefit of straightening without frizz.
- **RELAX Straightening Crème + DENSITY Extreme Volumizing Foam** – Create a sleek look with some volume by round-brushing the hair after rough drying the hair about 90% dry. This is great for clients with fine hair that need some body.
- **ELEVATE Botanical Root Boost + DENSITY Extreme Volumizing Foam** – To create extra big hair that can move around with flexibility.
- **DETAIL Shine & Define Polish + TWIST Fiber Paste** – Great on short hair for a firm hold with shine and texture
- **TWIST Fiber Paste + DENSITY Extreme Volumizing Foam** – Apply to damp hair to create texture with volume. Apply Density first, then Twist to create texture with pieceiness and separation.
- **Intense Therapy + RELAX Straightening Crème** – The perfect cutting lotion. Allows stylists to begin working the hair into the finished style as one cuts, making the blow dry a snap.
- **DETAIL Shine & Define Polish + RELAX Straightening Crème** – For sleek, shiny, smooth hair mix DETAIL with RELAX in the palm of your hand and apply on damp hair. Blow-dry to achieve straight, lustrous hair.
- **RELAX Straightening Crème + Silk Degrees Shine Serum** – Gives more shine and manageability to unruly, frizzy hair.