



Pravana Lightener Chromasilk Violet Arsenal Launch

Date: 22 August 2019

Venue: Swissôtel, The Stamford Hotel

Held at Swissôtel, The Stamford Hotel, Pravana introduced three new products, all of which were demonstrated live by Marcie Hamilton-Owsinski and Stacy Brown.

PURE LIGHT Ultra Lightener has been proven to be able to lift the colour of the hair up to 9 levels while increasing shine and softness. ChromaSilk Violet Arsenal can be used on their own or intermixed with other ChromaSilk permanent shades to enhance colours, balance formulas and neutralise residual warmth. ChromaSilk VIVIDS Everlasting can be used on its own or with any ChromaSilk permanent Creme hair colour for creative options.

There was a total of 7 models, four pre-done and three live demonstrations, all whose hair were done using the three new products. Participants were educated about the products, the new formulation, ingredients, mixing ratios and the how-to on reading the labels.

“Our Pravana hair colour line employs a proprietary blend of keratin amino acids and pure silk protein which are known to condition, protect and strengthen the hair while they do their work. Customers often leave with their hair feeling better than before it was coloured. We also have products — such as Colour Protect hair care, conditioners, and Colour Enhancers — that allow customers to care for and refresh their hair colour at home. ” — Marcie Hamilton-Owsinski, Pravana USA Education Manager

