

Discover PRAVANA's all-new

CHROMASILK® VIOLET ARSENAL



IMAGINE an arsenal of **timeless shades** that **empower** stylists to create the cool colors and looks they've **always dreamt of**.

VIOLET: a timeless, inclusive shade adored by the beauty and fashion industries, that clients request and stylists strive for. Whether it's to neutralize warmth or simply add tone, the demand for high-quality violet products behind the chair is imperative. PRAVANA is ready to equip stylists around the world with the tools they need to conquer the violet realm. Introducing the all-new ChromaSilk violet arsenal: the highly-anticipated .7 series of PRAVANA's award-winning ChromaSilk Permanent Creme Hair Color line plus an all-new demi-permanent ColorLush Violet Color Boost.

The long-awaited ChromaSilk .7 series includes four brand new colors that allow stylists to achieve mid to high-level violets thanks to their unique pigment formulations with reduced pink tones. Use them on their own or intermix with other ChromaSilk permanent shades to enhance colors, balance formulas and neutralize residual warmth. Stylists can now experience the versatility of ChromaSilk's violet offerings and feel confident that they're creating the truest tones available!

ColorLush Violet Color Boost is another highly anticipated addition to the violet arsenal, this time to PRAVANA's ColorLush Demi-Permanent family. This new boost is an ideal demi-permanent option to eliminate the appearance of warmth in the hair, enhance tones, refresh faded color or use alone for a vibrant violet shade. Stylists are invited to create beautiful custom tones by adding ColorLush Violet Color Boost to any ColorLush shade, leaving hair with luminous, long-lasting shine.

THE CHROMASILK VIOLET ARSENAL INCLUDES:



10.72



9.7



8.7



7.7



VIOLET BOOST

HOW TO USE:

CHROMASILK .7 SERIES VIOLET COLLECTION

Mixing ratio: 1 : 1 ½

The ChromaSilk .7 series permanent violet collection can be used with 10 Volume Creme Developer for maximum deposit or 20-40 Volume Creme Developers for lift and/or lighter, brighter results. Process for 20 - 45 minutes depending on desired level of lift.

COLORLUSH VIOLET COLOR BOOST

Mixing ratio: 1 : 1

As a boost: 1 oz. ColorLush color of choice + 1 oz. Zero Lift Creme Developer + 2g Violet Boost. Process for 20 minutes

To tone: 1 oz. of ColorLush color of choice + 1 oz. Zero Lift Creme Developer + 2g Violet Boost. Apply to wet hair at the bowl; process for 5 minutes until desired tone is achieved

Maximum violet deposit: 1 oz. Violet Boost + 1 oz. Zero Lift Creme Developer. Process for 20 minutes