

Press Release

May 18, 2020

PRAVANA is taking it back to move the industry forward with an all-new initiative to support salons and stylists



S.T.E.P. Up features rollback pricing and a \$1M investment in a commitment-free color conversion program

Culver City, CA – Today PRAVANA, a leading professional hair color brand, announced the launch of its **Stylist Transform & Empowerment Program (S.T.E.P.)**: a comprehensive initiative designed to help the salon and stylist community rebuild. The program, known as S.T.E.P. Up, introduces rollback pricing on the brand’s best-selling color line, a \$1M investment to convert color without commitment and the ultimate salon transformation sweepstakes. PRAVANA is dedicated to empowering stylists by providing them with high-quality, affordable beauty solutions and knew that in time like now, it needed to step up for the community.

“It has always been our promise to stylists to be a supportive partner and to empower them through everything we do,” said Michelle Chandler, PRAVANA General Manager. “We believe that they deserve a brand who stands behind them. To honor our truest commitment to our community, we made the decision to launch this initiative to bring them

purposeful value and benefit that will help them rebuild. With S.T.E.P. Up, not only do we want to provide immediate support, but we also want to lay the groundwork for their future success.”

Raise the bar and lower the price. PRAVANA is the one of the first professional hair color brands to take back its pricing to help stylists, making its best-selling ChromaSilk color line available for just **\$4.99** a tube. As salons are rebuilding, these savings help put money back in stylists’ pockets when they need it most for more added value and profitable services. There’s no need to sacrifice quality for savings with ChromaSilk. At just \$0.80 per mixed ounce, PRAVANA’s ChromaSilk offers long-lasting color with brilliant shine, up to 100 percent gray coverage and a heavy dye load. The rollback pricing applies to ChromaSilk Permanent Creme Hair Color, ChromaSilk VIVIDS Everlasting and ChromaSilk Express Tones.



Convert without commitment. PRAVANA is making a **\$1M investment** in stylists’ long-term savings with its all-new color conversion initiative, putting \$1M worth of hair color into the hands of the community. Tube-for-tube, stylists can trade out their current unused color brand for PRAVANA with no commitment and no minimum purchase necessary. For stylists trading 36 tubes or more, PRAVANA will provide a free swatch book, valued at \$60, and a downloadable ChromaSilk 101 class, a \$500 value. By making the switch to PRAVANA, stylists can save thousands of dollars to help them build much-needed long-term savings, turn larger profits, invest in new salon updates, and more.

Interested in seeing how much stylists can save? The [Cost Calculator](#) is a free tool on PRAVANA.com that compares other leading color brands to the brand's price point. Stylists can take savings into the palms of their hands and plan for their most profitable businesses.

S.T.E.P. Up into a premium salon upgrade. PRAVANA is not only investing in stylists, it's also investing in their spaces with the Salon Transformation Sweepstakes. Salon owners and independent booth renters that trade in 36 tubes or more are eligible to win salon transformations valued at \$25K and \$10K in partnership with Belvedere Maletti, a leading salon design and furnishings company. This sweepstakes opportunity offers salon owners and booth renters a chance to upgrade while creating a comfortable space for stylists and clients in today's time. The Salon Transformation Sweepstakes begins May 26, 2020. Visit www.pravana.com/stepup for official rules*. Prizes include:

- GRAND PRIZE: Salon Transformation
 - \$25K value for a commissioned salon winner
 - \$10K value for a booth renter winner
- 2nd PRIZE PRAVANA retail product
 - \$2K value for a commissioned salon winner
 - \$2K value for a booth renter winner

In addition to the S.T.E.P. Up Program, PRAVANA continues to offer free digital education opportunities to support stylists during this time. PRAVANA's [Color Certification](#) offers free, 24/7 access to color courses including VIVIDS, blonding, color theory, interactive games and state-of-the-art techniques plus a personalized certificate. PRAVANA's YouTube series [YOUiversity](#) is a free educational tool where leading brand educators showcase techniques and product knowledge. Stylists can also visit the brand's social media channels, such as Instagram and Facebook, to engage in relevant livestreams and helpful content that aims to uplift, motivate and empower the community.

PRAVANA's S.T.E.P. Up Program begins May 18 and ends August 31, 2020. Experience the savings at PRAVANA distributors including Armstrong McCall, CosmoProf, East Coast Salon Services, Paramount Beauty Supply, SalonCentric, STATE|RDA and Twin States Beauty stores nationwide.

NO PURCHASE NECESSARY. Void where prohibited and outside US. **This is a trade promotion and is not open to the general public.** Open to licensed cosmetologists only who are legal residents of the 50 U.S. (and DC) who are 18 yrs+ (19 yrs+ in AL and NE; 21 yrs+ in MS) at entry. Sweepstakes begins 12:01AM PT on 5/26/20 and ends 11:59PM PT on 8/31/20. To enter: (i) convert 36+ tubes of color via participating PRAVANA distributor and (ii) contact the PRAVANA Customer Experience Team and provide the required Entry Information. Prizes: (i) 1 one salon owner and 1 independent booth renter will each receive a salon furniture makeover from Belvedere Salon Furniture (ARV for owner--\$25,000; ARV for renter--\$10,000); and (ii) 1 one salon owner and 1 independent booth renter will each receive a PRAVANA Retail Care product package (ARV--\$2,000 each). Total ARV of prizes: \$39,000. Odds of winning depend on number of entries received per entry pool. For complete rules and eligibility requirements, visit www.PRAVANA.com. Sponsor: PRAVANA®.

About PRAVANA

PRAVANA is a leading professional hair color that brings stylists groundbreaking, cutting edge products that are revolutionizing the beauty industry. The brand's core mission is to empower the professional salon industry and provide unparalleled, high performance beauty solutions through a range of carefully curated, innovative hair care products that are formulated from the best ingredients available. PRAVANA'S complete range of continuously evolving hair products include the award-winning ChromaSilk Permanent Creme Hair Color Collection, VIVIDS creative colors, PURE LIGHT lighteners and THE PERFECT BLONDE toning line as well as a full collection of styling and after care to meet virtually every beauty need.

PRAVANA's philosophy goes beyond traditional product creation by redefining personal hair care with a caring commitment towards only the highest quality of product precision, underscored by a responsible approach.

To learn more about PRAVANA, visit www.pravana.com, or [@PRAVANA](https://www.instagram.com/pravana) on Instagram and [PRAVANAPRO](https://www.facebook.com/pravanapro) on Facebook.

PRAVANA is a brand of Henkel North America.

About Henkel in North America

In North America, Henkel operates across its three business units: Adhesive Technologies, Beauty Care, and Laundry & Home Care. Its portfolio of well-known consumer and industrial brands includes Schwarzkopf® hair care, Dial® soaps, Right Guard® antiperspirants, Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners as well as Loctite®, Technomelt® and Bondrite® adhesives. With sales of around 6 billion US dollars (5 billion euros) in 2019, North America accounts for 26 percent of the company's global sales. Henkel employs approximately 9,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com, and on Twitter [@Henkel_NA](https://twitter.com/Henkel_NA).

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