

Creative color fuels Pravana's double-digit growth

As stylists' and clients' passion for creative hair color continues to grow, **Pravana** has captured a market leader role in the sub category, as well as in the professional hair color category as a whole. In fact, after double-digit growth every year for the past 12 years, Pravana's year-to-date sales for 2016 are up more than 40%! We recently checked in with **Steve Goddard**, Pravana's founder and CEO, to learn his secrets to success.

BIR: Welcome, Steve. Pravana is on a roll.

How are you doing it?

Steve Goddard (SG):

Thanks, Mike. We most certainly are. Pravana continues to grow at a double-digit pace, due to the innovation we bring to the market and through our concern for helping salon professionals become more successful.

BIR: Creative color is hot! Please tell our readers about your most recent innovations.

SG: This spring, we launched **ChromaSilk Vivids Jewels**, three new vibrant, gem-inspired shades in amethyst, emerald and blue topaz.

They offer rich color saturation and long-lasting vibrancy. Colorists can interplay the three shades for stunning jewel-tone effects, and of course, new Vivids Jewels can be interplayed or intermixed with all of our Vivids colors, providing a virtually unlimited color palette.

BIR: How do you follow that success?

SG: In August, we will launch **ChromaSilk ColorLush Demi Gloss** (2-oz. bottle/salon \$4.99, activator liter/salon \$7.99). This ammonia- and MEA-free demi gloss created with new

proprietary technologies provides greater vibrancy, durability and coverage than any other demi permanent. From deep, rich brunettes and radiant reds to luscious mahoganies and dazzling blondes, ColorLush does it all, improving the integrity of the hair and imparting glass-like shine. With 27 intermixable

shades, including five **Color Boosts**, professional colorists have complete control to achieve the shades they envision with this gentle, no-lift, multi-use demi gloss.

BIR: Tell me about your distribution network. Can distributors still get on board?

SG: Pravana is lucky to have great distributor partners and to have secured complete and exclusive distribution throughout the U.S. market. However, we are continually looking to expand our presence in international markets through professional, full-service distributors.

BIR: How has Pravana become a market leader when it comes to social media and bringing technology to the salon?

SG: Our commitment to helping salons grow goes beyond the exceptional products we create for them. We realize our growth is predicated on providing information, education and inspiration to salon professionals. We're very proud to have been the first company to provide an online hair color certification program and the first to offer a special mobile app to formulate hair colors. Initially, this type of innovation and use of technology was born of necessity because we were a small company with few resources. Now, we look to technology to augment our expanded capabilities and to explore constantly how to employ technology and social media communication to enhance the lives and businesses of salon professionals.



Pravana's new ChromaSilk ColorLush Demi Gloss raises the bar for vibrancy, durability and coverage.

BIR: Pravana is known for charitable giving.

SG: Yes, we proudly donate 5% of all of Pravana's hair care sales to City of Hope for cancer research on an ongoing basis. When I started the company, it was a goal of mine to grow Pravana to a point where we could give back in a meaningful way.

Last year, as part of the City of Hope Spirit of Life campaign and with the help of many industry friends, we raised \$1.2 million for City of Hope cancer research.

Pravana is now actively involved in supporting several charity and pro-environment programs. In fact, Pravana has the unique distinction of being the only professional beauty product that exclusively uses plastic bottles that are completely biodegradable.

BIR: Any final thoughts?

SG: I'm extremely grateful for the successes we continue to achieve with Pravana. I'm blessed to have a very talented team around me that understands and builds on the mission we've created, which quite simply is to help salon professionals achieve greater success and prosperity. We realize our success is directly dependent upon making salon professionals more successful and to do so requires that we consistently and relentlessly explore and deliver new and innovative products, programs and education.

For more information, contact Alanna Joy Littlepage at 818-347-4705 or alittlepage@pravana.com. Visit pravana.com.



"Jewel of the Nile" showcases the beautiful, gem-inspired shades in Pravana's ChromaSilk Vivids Jewels Collection.



Pravana donates 5% of its Nevo hair care sales to City of Hope for cancer research on an ongoing basis.