

Self-Care for Hair

with NEW INTENSE THERAPY LIGHTWEIGHT HEALING REGIMEN



CLINICALLY PROVEN TO
REDUCE BREAKAGE BY UP
TO 98%* IN THE FIRST USE!



Imagine relaxing fragrances, rejuvenating ingredients and extra nourishment on damaged hair that's endured the stress of everyday life, including heat styling, over processing, tight ponytails and more. It's time to experience PRAVANA's brand new Intense Therapy Lightweight Healing Regimen.

This all-new, 3-piece hair care collection was inspired by PRAVANA's best-selling Intense Therapy Leave-In Treatment and delivers the same iconic scent with even greater reparative benefits. **Clinically proven to reduce breakage by up to 98%**, Intense Therapy Regimen's lightweight formulas leave hair healthier, smoother and more rejuvenated than ever before. How does it work? The Intense Therapy Regimen contains **Malachite**, a rare ingredient derived from a stone, **Egyptian Blue Lotus** and **Keratin Amino Acids**, together providing antioxidants, vitamins, and minerals. These ingredients mitigate free radicals, replenish lost proteins in the hair to help aid in healing and more. Plus, because of the lightweight formulas, hair won't feel heavy or flat following the treatment. Say hello to healthy, voluminous hair!

Who is this for? The Intense Therapy Lightweight Healing Regimen is ideal for a broad spectrum of hair types. The results are best on hair with breakage, often caused by over washing, elastic hair ties, towel drying, frequent heat styling, lack of moisture and more - all factors that affect almost everyone. We're here to help you give your hair the love it deserves.



CLEANSE

A lightweight healing **SHAMPOO** that thoroughly cleanses and removes buildup and impurities while replenishing hair. Proven to soften, strengthen, hydrate and increase shine without weighing the hair down.



NOURISH

A lightweight healing **CONDITIONER** to replenish much-needed hydration for most hair types. Restores hair to a smooth, shiny, manageable state without added weight while reducing breakage by up to 98%.



TREAT

An intense healing **MASQUE** with (extra) nourishment to reduce breakage by up to 98%. This densely nutritive masque improves manageability, smoothness, strength, shine and softness of hair.

*When using the Intense Therapy Regimen.

TO USE

Wet hair and lather Intense Therapy Lightweight Healing Shampoo into hair. Rinse thoroughly and repeat if necessary. Follow with Intense Therapy Lightweight Healing Conditioner. Use Intense Therapy Lightweight Healing Masque once a week following the Shampoo and leave on for 5 minutes, or overnight for additional healing benefits, then rinse.

AVAILABLE AUGUST 2018 AT ULTA AND ULTA.COM | #INTENSETHERAPY

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