

Press Release  
FOR IMMEDIATE RELEASE

## BATHE YOUR HAIR IN FRESH, FRUITY SHAMPOO

*Organix® Hair Gets Tropical and Fruity*

Singapore, April 2012 – Organix® known for addictive sensual collection of salon grade hair care products now offer a delicious new selection of luxurious, powerful formulas to pamper you and your hair. Fans of the eco-friendly, brand which uses recycled post-consumer resin packaging can now enjoy five wholesome fruity flavors in new unique blends – **Enriching Lavender Soymilk**, **Revitalizing Pomegranate Green Tea**, **Nutritional Acai Berry Avocado**, **Enriching Cucumber Yogurt** and **Energizing Passion Fruit Guava**.

All five of the new collection contains organic active ingredients are bound to revitalize your shower experience.

Each has been formulated with a intoxicating fragrance that smells as fresh as just-picked fruit and feels as vital as energy-packed natural delicacies, the sulfate-free Organix® shampoos and conditioners uses printed labels inked with environmentally-friendly inks and compostable label film made from annually renewable resource corn, not from petrochemicals.

The Organix® collection includes:

**Enriching Lavender Soymilk Shampoo/Conditioner 13 oz. – S\$14.90**



An incredible infusion of soothing lavender, rich in essential oils to nourish your hair follicles while ultra whipped soymilk proteins instantly fortifies, heals and conditions, along with vitamins and marigold oil to moisturize your tresses, leaving hair strengthened, silky and frizz free.

**Revitalizing Pomegranate Green Tea Shampoo/Conditioner 13 oz.- \$14.90**



Revitalize your senses with sensual and exotic antioxidant rich organic pomegranate extract and green tea which target dry and brittle hair, while awakening follicles to create a clean and rejuvenating experience, adding a brilliant and luminescent shine. It's an alluring, revitalizing, antioxidant rich blend of Pomegranate extracts and Green Tea for a provocatively irresistible experience, which will have your hair craving for more.

**Nutritional Acai Berry Avocado Shampoo/Conditioner 13 oz.- \$14.90**



A sensual and exotic botanical infusion of vitamin and antioxidant rich acai berry extracts and avocado proteins to nourish, re-energize, and enrich your hair along with argan oil for moisture, shine and balance.

**Enriching Cucumber Yogurt Shampoo/Conditioner 13 oz.- \$14.90**



This indulgent enriching blend of organic cucumber extract energizes and hydrates, while ultra whipped yogurt proteins instantly nourishes and conditions your hair with avocado oils to create a smooth, frizz-free finish.

**Energizing Passion Fruit Guava Shampoo/Conditioner 13 oz.- \$14.90**



This sensual exotic blend of energy rich organic passionfruit extract helps to stimulate and hydrate your tired tresses, with organic guava to add essential vitamins and antioxidants, and orange blossom infused honey for a brilliant lustrous and frizz-free shine.

Organix® is available at Watsons, Sasa, Robinsons, John Little, BHG, Cold Storage, Marketplace, NTUC Finest and Carrefour.

**About Organix ®**

Organix is a brand for those who aspire to make better choices and are more aware of the integrity of ingredients. Organix formulas contain active organic ingredients that are created for the ultimate hair care indulgence. All Organix products are sulfate-free and are packaged in eco-friendly bottles manufactured from materials containing recycled post-consumer resin. All labels are printed using environmentally friendly inks and compostable label film made from annually renewable resource corn, not from petrochemicals.

For more information, kindly log on to [www.organix.com.sg](http://www.organix.com.sg)  
Facebook: <https://www.facebook.com/organixsingapore>

**About Publicist PR Consultants**

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail, beauty and fashion industry. Helmed by a team of beauty and fashion PR and marketing experts who have their pulse on the industry, we've been dishing out the industry inside scoop since 2005 – making us practically indispensable to brands who want their have their stories told. We remain ever ready to be paired with clients desiring nothing short of a dynamic PR agency with great ideas and tactics to keep you outfitted for success.

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Kindly download the high-resolution images from this link: <http://wtrns.fr/c5CtAPoF2InnsB0>

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