

Press Release
FOR IMMEDIATE RELEASE

REPAIR DAMAGED AND OVER PROCESSED HAIR

Introducing the New Organix[®] Repairing Awapuhi Ginger Collection



Singapore, April 2012 - Nourish dry, over processed locks with the latest Organix hair care collection, **Repairing Awapuhi Ginger**. The moisturizing formula is infused with **Awapuhi Ginger Extract**, an ancient Hawaiian secret beauty ingredient, to instantly mend and soften coarse hair. The collection also contains nutrient rich **Keratin Proteins** that repair and strengthen each strand from root to tip. The end result is soft, shiny and healthy hair.

Repairing Awapuhi Ginger Shampoo and Conditioner – S\$15.90 each

Indulge the senses with a nourishing formula that is safe for color-treated hair, the Awapuhi Ginger Shampoo and Conditioner remove dulling build-up, while repairing damage and improving hair's inner strength and elasticity. The lathering duo also helps mend split ends and leaves hair soft, healthy and shiny.

Like all other Organix products, the **Repairing Awapuhi Ginger** collection is packaged in eco-friendly bottles manufactured from materials containing recycled post-consumer resin. All labels are printed using environmentally friendly inks and compostable film made from corn, a renewable resource, not from petrochemicals.

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



About Organix®

Organix® is a salon-inspired hair care line that offers over 50 products to effectively cleanse, condition, treat and style all hair types. Organix® hair care products are designed for the consumer who aspires 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

Organix® Singapore 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 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.

For more information, kindly log on to www.publicistpr.com

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