

Press Release
FOR IMMEDIATE RELEASE

REPLENISH AND STRENGTHEN EVER SMOOTH HAIR

Organix Introduces NEW Ever Straight Brazilian Keratin Therapy Hair Collection



Singapore, April 2012 – Organix® introduces new products to its already popular at-home hair straightening system, **Ever Straight Brazilian Keratin Therapy**. Replenish keratin proteins and extend the life of keratin treatments with the new Ever Straight Brazilian Keratin Therapy **Flat Iron Spray** and **Anti-Break Serum**. These products restore shine and strengthen hair to create straight, lustrous tresses. It's the hottest and latest trend in hair care and these are more reasons to make Organix the alternative to pricey salon straightening treatments.

The Organix Ever Straight Brazilian Keratin Therapy collection is designed to smooth all hair types and is free of formaldehyde, sulfates and sodium. The collection refreshes hair, reduces styling time and is the least toxic way to keep frizzy hair at bay. Organix Ever Straight Brazilian Keratin Therapy blends the nourishing ingredients of anti-oxidant rich **organic coconut oil**, **organic avocado oils** and **cocoa butter**, along with enriching keratin proteins to strengthen and soften the hair. The result is smooth, straight hair with luminescent shine and a delectable scent. The whole collection will be an enjoyable experience for all your senses.

The Organix Ever Straight Brazilian Keratin Therapy collection includes:

Brazilian Keratin Therapy Shampoo/Conditioner (\$15.90 each) An exclusive blend of antioxidant rich coconut oil along with lush keratin proteins to strengthen and soften the hair, while avocado oil and cocoa butter smooth the cuticle for straight, strong tresses, adding a brilliant glow and luminescent shine.

Anti-Break Serum (\$15.90) Transform your hair into silky long locks! rich keratin proteins that infuse to strengthen the hair, while organic avocado oils and cocoa butter smooth the



cuticle for straight, strong tresses.

Flat Iron Spray (\$15.90) Rich Brazilian coconut oils combined with hydrolyzed keratin protein to seal and protect your hair from thermal heat styling and protects hair against heat damage caused by flat irons, curling irons and any other styling tools.

30-Day Smoothing Treatment (\$34.90) An exclusive, high potency, keratin complex which is easy to use, this revolutionary at-home treatment eliminates up to 95% of frizz and curls and cut blow drying by 75% for up to 30 glorious days!

Organix ® is available at all Watsons outlets.

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

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.

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

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