

Press Release
FOR IMMEDIATE RELEASE

INVIGORATE TRESSES WITH ORGANIX® Rejuvenating Cherry Blossom Ginseng Shampoo and Conditioner

Singapore, 7th February 2012 – Rejuvenate hair the way nature intended! Introducing the best-selling Organix® hair care collection – **Rejuvenating Cherry Blossom Ginseng Shampoo and Conditioner**. This sensual and alluring blend of organic active ingredients restores shine and volume to hair while leaving strands beautifully scented.



Key ingredients and benefits of Rejuvenating Cherry Blossom Ginseng Shampoo and Conditioner include:

- **Cherry blossom extracts and organic Asian ginseng root** – rejuvenates the scalp and hair follicles, as well as adds volume at the root
- **Organic rice milk and bamboo extract** – replenishes dry locks for hydration and shine

Organix® Rejuvenating Cherry Blossom Ginseng Shampoo and Conditioner retails at S\$14.90 each.

Like all Organix® hair care products, **Rejuvenating Cherry Blossom Ginseng** Shampoo and Conditioner are gentle, sulfate-free and housed in bottles that are eco-friendly and 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.

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

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