

Press Release
 For Immediate Release

REVITALIZE & SHINE WITH ORGANIX

Organix Introduces NEW Moroccan Argan Oil Products



Singapore, November 2012 – Rejuvenate hair and amp up shine the way nature intended with 4 new products to the best-selling **Organix Renewing Moroccan Argan Oil Collection**. The **Light Oil, Extra Strength Oil, Weightless Healing Oil and Blow Out Cream** contains a nourishing and beautifully scented blend of organic active ingredients, which imparts brilliant sheen and natural elasticity to hair while conditioning and repairing past damage.

The moisturizing formula includes fair trade argan oil, a powerful antioxidant that is rich in vitamins to instantly penetrate the hair shaft restoring shine while strengthening and increasing hair's elasticity. Derived from the southwest region of Morocco, the argan oil also protects from UV damage while creating soft, silky perfection. Fair trade argan oil used in the Organix formula is extracted using a cold-pressed method, so oil is not heated over a certain temperature during processing.

Light Moroccan Argan Oil Penetrating Oil – \$15.90

For a radiant shine that stays with you all day long, the Light Moroccan Argan Oil Penetrating Oil immediately absorbs into hair creating a desirable sheen without the weight or greasy residue. The formula is developed for fine, thin hair.



Extra Strength Moroccan Argan Oil Penetrating Oil – \$15.90

Formulated for thick and/or coarse hair, the Extra Strength Moroccan Argan Oil Penetrating Oil restores hair's natural shine and makes hard to tame tresses soft and manageable.

Renewing Moroccan Argan Oil Weightless Healing Oil – \$15.90





A nourishing, weightless formula, the Renewing Moroccan Argan Oil Weightless Healing Oil instantly restores moisture and helps heal split ends from the past damage of heating tools. After only one application, hair is instantly transformed, looking and feeling healthier and shinier.



Moroccan Smooth Perfection Blow Out Cream – \$15.90

Designed to smooth flyaways and rebuild severely damaged hair, the Moroccan Smooth Perfection Blow Out Cream helps create sleek styles in an instant. The lightweight cream penetrates deep into hair follicles and mends stubborn split ends, while significantly reducing blow drying time.

The 4 new Organix Renewing Moroccan Argan Oil products are available exclusively at Watsons starting mid November 2012.

The Organix collection is stocked at Watsons, Sasa, Robinsons, John Little, BHG, Cold Storage, Marketplace, NTUC Finest and Unity.

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 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

For more information on Organix hair care, body care or skincare ranges, kindly contact:

Nicole Pow
Publicist PR Consultants
T: 6220 4082
E: Nicole@publicistpr.com

Cecilia Tan
Publicist PR Consultants
T: 6220 6190
E: Cecilia@publicistpr.com