

Press Release
FOR IMMEDIATE RELEASE

**ORGANIX CELEBRATES HEALTHY, SHINY HAIR
WITH TEENS MODEL SEARCH 2012**



Singapore, 17 October 2012 – Organix, a leading salon-inspired hair care line, known for their range of gentle, sulfate-free, products and only using eco-friendly bottles made from recycled post-consumer resin, is the proud sponsor of the Teens Model Search 2012, with the fitting theme of Save the Environment.

All 12 pairs of finalists of the Teens Model Search were treated to a hair make over and a photo shoot with Organix. The finalists also shared their experience of using the different Organix hair care products, which contains active organic ingredients that are created for the ultimate hair care indulgence. Their lovely testimonies of Organix hair care range are profiled in the November issue of Teens Magazine and on Organix Singapore's Facebook page.

Details of the Teens Model Search Grand Finals 2012 are as follows:

Date : 17 November 2012
Location : Bugis+ Atrium Level 2
Voting : Online voting will be opened this week till 7 November
To vote, log on to www.teensmag.com.sg



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

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