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Press Release
FOR IMMEDIATE RELEASE

ROYAL HAIR RESCUE

by Hollywood Hair Expert – PHILIP B



Singapore – Like a refreshing facial for the scalp and hair, Hollywood hair expert PHILIP B is a revitalizing treatment that helps to normalize scalp circulation; clarifies build-up of excess cells, sebum and product; and deep conditions, leaving hair shining with health.

As Hollywood's preeminent hair treatment expert, Philip B has garnered international praise for his visionary approach to hair, scalp and body-care



treatments. His award-winning blends—all based on pure botanicals and essential oils at potent, unheard-of-in-the-industry concentrations—have dramatically changed the way the world perceives luxury care for hair and skin.

PHILIP B hair treatment is designed to improve the condition of our hair and scalp. This celebrated, one-of-a-kind hair and scalp revitalizer has been described by *Vogue Magazine* as giving "you the hair of a heroine in a romance novel – the hair you always dreamed of"; *Forbes Magazine* called it one of "the top 100 things that are worth every penny." We just call it our secret weapon.

As a refreshing facial for the scalp, the treatment normalizes scalp circulation, clarifies build-up of excess cells, sebum and product, leaving your scalp feeling cool and tingly-clean. As a deep conditioner for hair, our botanical Rejuvenating Oil imparts into strands, leaving them plump, smooth and shining with health. The excess rinses clean, so there's no added weight the way there is with most oil treatments – you're simply left with sumptuous bounce, shine and movement.

The PHILIP B kit is priced at \$170 and available exclusively at Sccube the apothecary. Perfect as a Mother's Day Pressie and from now to month of May, the kit comes with a complimentary toning mist too.

The set includes Rejuvenating Oil, Peppermint & Avocado Volumizing & Clarifying Shampoo, Light-Weight Deep Conditioning Crème Rinse and pH Restorative Detangling Toning Mist

- **Rejuvenating Oil**
2 fl oz./60ml
Essential & Carrier Oils Of Plants, Nuts & Flowers
- **pH Detangling Restoring Toning Mist**
4.23 fl oz./ 125ml
Apple Cider Vinegar
- **Peppermint & Avocado Volumizing & Clarifying Shampoo**
7.4 fl oz./220ml
2.3% Pure Peppermint Oil and 16 Plant Extracts
- **Light-Weight Deep Conditioning Creme Rinse (Classic Formula)**
6 fl oz./178ml
African Shea Butter, Wheat Germ and Soy Protein



Directions:

The Four Step Hair & Scalp Facial Treatment Set should be used on very dehydrated/damaged hair twice a week; on dry hair once a week; and on normal hair one to four times a month. For dehydrated scalp and hair, use once or twice a week.

This treatment is highly beneficial one to two days before applying color. The oil treatment evens out hair's porosity, clarifies and conditions so that the color will deposit evenly, with more shine and longevity. A detailed instruction card is included within the kit: It's vital that you follow all directions to achieve optimal results.

1. Brush hair thoroughly with a natural boar bristle brush.
2. Working in one-inch sections of dry, unwashed hair, apply oil liberally to the point of saturation. Work it in with your fingers, starting two inches from the root through the ends of hair. For additional benefit, heat oiled hair with a blow dryer for one to two minutes.
3. Before wetting hair, apply Peppermint & Avocado Volumizing & Clarifying Shampoo and massage into hair for two to three minutes to release excess oil from hairshaft. Use a small amount of water to lather.
4. Rinse with warm water. Repeat, if necessary, with a second application of Peppermint & Avocado Volumizing & Clarifying Shampoo.
5. Light-Weight Deep Conditioning Creme Rinse (Classic Formula), comb through with a fine-toothed comb, and leave on for one minute. Rinse well.
6. Finish with a dash of pH Restorative Detangling Toning Mist on the ends. Dry and style as usual. Notice softness, bounce, and shine immediately.



About SCCUBE THE APOTHECARY



Sccube is a unique retail concept that brings together a coterie of the world's best scientists who work relentlessly on improving the lives of women through cosmetic research. Their passion has resulted in the creation of brands that are exceptional examples of how high technology drives the beauty business.

Each brand in the Sccube stable has foundations in the scientific field, such as RéVive, which uses a Nobel Prize-winning ingredient in its products. Every product has been well researched into its effects, ensuring that there are proven benefits for the skin. Also available in the boutique are cult favourites like Philip B, Dr. Brandt and Ellis Faas.

Sccube the Apothecary is located 05-25A/05-25B Ngee Ann City 391 Orchard Road Singapore 238873

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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 scoop since 2005 - making us practically indispensable to brands who want to 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.

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