

Press Release
FOR IMMEDIATE RELEASE

NATURE'S SECRET TO SILKY PERFECTION ORGANIX® RENEWING MOROCCAN ARGAN OIL



Singapore, March 2012 - Nourish dry, damaged tresses with the latest Organix® hair care collection, **Renewing Moroccan Argan Oil**. 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. Found in the southwest region of Morocco, lightweight 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 that oil is not heated over a certain temperature during processing. This technique helps retain more nutrients and ensures that the argan oil undergoes less degradation.

Derived from the kernels of the argan tree, argan oil is valued for its nutritive, cosmetic and numerous medicinal properties. It remains one of the rarest oils in the world due to the small and very specific growing areas. The heightened interest in argan oil have resulted in the Moroccan women benefitting greatly, operating cooperatives in return for fair wages and good working conditions. By actively seeking out fair-trade products, you are supporting their efforts.

THE ORGANIX[®] RENEWING MOROCCAN ARGAN OIL COLLECTION



Renewing Moroccan Argan Oil Shampoo and Conditioner – S\$15.90 each

Indulge the senses with a nourishing formula that is free of sulfates, phosphates and parabens. Safe for color-treated hair, the Moroccan Argan Oil Shampoo and Conditioner will restore moisture to dry hair and stimulate the scalp to create a cleansing and rejuvenating experience.

Renewing Moroccan Argan Oil Renewing Treatment – S\$15.90

Restore hair's inner health with argan oil nutrients to add brilliant shine with the sweet smelling blend of enriching organic active ingredients. Scoop a small amount of Organix[®] Moroccan Argan Oil Renewing Treatment into palm and evenly distribute with a wide toothcomb from the roots down to the ends. Leave Organix[®] Moroccan Argan Oil Renewing Treatment in hair for five to seven minutes and rinse with mild to cool water. The hydrating formula will not weigh hair down or leave any residue.



Renewing Moroccan Argan Oil Penetrating Oil – S\$15.90

For a radiant shine that will stay with you all day long, the ultra-light Moroccan Argan Oil Penetrating Oil will fight frizz, and moisturize brittle hair. To reduce drying time, apply a small amount of Moroccan Argan Oil Penetrating Oil to damp or towel dried hair working through to ends.

Like all other Organix products, the sulfate-free **Organix[®] Renewing Moroccan Argan Oil** collection is 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.

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

Join us on [Facebook](#) | [Twitter](#)

About Publicist PR Communications

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 high resolution images, kindly download from this link:

http://wtrns.fr/iRLehp_4uwfcJg

For more information on the Organix hair care ranges, please contact:

Nicole Pow

Publicist PR Communications

T: 6220 4082

E: Nicole@publicistpr.com

Crystal Carulli

Publicist PR Communications

T: 6220 6190

E: Crystal@publicistpr.com