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Press Release  
For Immediate Release

## STRAIGHTEN AND NOURISH HAIR WITH ORGANIX

*Organix Introduces New Ever Straight Brazilian Keratin Therapy Products*



Singapore, December 2012 – Organix adds two new products to its already popular at-home hair straightening system, the **Ever Straight Brazilian Keratin Therapy**. Replenish keratin proteins and extend the life of keratin treatments with the new Ever Straight Brazilian Keratin Therapy **Hydrating Keratin Masque** and **Shimmering Keratin Oil**. These products restore shine and strengthen hair to create straight, lustrous tresses, and make Organix the alternative to pricey salon straightening treatments.

The Organix Ever Straight Brazilian Keratin Therapy collection smoothes all hair types and is free of formaldehyde, sulfates and sodium. The collection refreshes hair, reduces styling time and is the least toxic way to keep frizzy hair at bay. Organix Ever Straight Brazilian Keratin Therapy blends the nourishing ingredients of anti-oxidant rich organic coconut oil, organic avocado oils and cocoa butter, along with enriching keratin proteins to strengthen and soften the hair. The result is smooth, straight hair with luminescent shine and a delectable scent. The whole collection will be an enjoyable experience for all your senses.

The NEW Organix Ever Straight Brazilian Keratin Therapy collection includes:

**Organix Hydrating Keratin Masque – \$15.90 / 237ml**

This deep conditioning treatment is made to fortify each strand of hair. The Hydrating Keratin Masque works to replenish hair's keratin proteins while helping to maintain body and shine. The masque works in unison with keratin treatments to strengthen hair and increase elasticity.

**Organix Shimmering Keratin Oil – \$15.90 / 118ml**

Infused with hydrolyzed keratin proteins this leave-in conditioner and shine spray replenishes keratin to treated and/or non-keratin treated hair. The rich, weightless mist adds luster and shine while taming unruly fly-aways.

**The new Organix Brazilian Keratin Therapy products are available exclusively at Watsons.**



**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](http://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 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](http://www.publicistpr.com)

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

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