



## Hemp + SheaMoisture = Lush Length

Boost dull locks back to life with SheaMoisture's newest addition to their ever-growing range of natural haircare products, it's a new high for healthy hair! THC and CBD free, the new shampoo, conditioner and leave-in treatment contain cannabis sativa (hemp) seed oil, ginseng root, and horsetail extract. All ingredients are combined to create an energising formula that saturates strands with moisture-rich nutrients and softening conditioners to help encourage thicker, healthier-looking hair. Erica Galea, Chemcorp International Marketing Director, the distributors of SheaMoisture in Australia says, "This is a really exciting range for us to launch into the Australian market, we've already seen the great results from the US and people are loving the very on-trend hemp ingredient in the products. SheaMoisture in Australia is growing its own local cult following and the team has made it even easier to find out which Shea is for you via their new hair type category codes that are then applied to the products across the range." Cannabis Sativa (Hemp) Seed Oil Lush Length Shampoo: A mineral rich sulfate-free, gentle cleanser that has been crafted for all textures. This formula, with THC and CBD free cannabis sativa (hemp) seed oil and horsetail extract, delivers a burst of nourishing moisturisation to encourage healthier looking hair. RRP \$19.99. Cannabis Sativa (Hemp) Seed Oil Lush Length Conditioner: Boost dull locks back to life. THC and CBD free cannabis sativa (hemp) seed oil, ginseng root, and horsetail extract combine in this energising formula that saturates strands with moisture-rich nutrients and softening conditioners to help encourage thicker, healthier-looking hair. RRP \$19.99. Cannabis Sativa (Hemp) Seed Oil Lush Length Light Leave-In: This light leave-in provides all day softness to dry lack lustre hair. THC and CBD Free cannabis sativa (hemp) seed oil, ginseng root, and horsetail extract combine in this nourishing formula that invigorates the scalp, moisturises and detangles hair, while infusing body and bounce. Leaving hair looking thicker and fuller. RRP \$24.99. About SheaMoisture SheaMoisture is a family-run brand with a heritage of serving those who have been most underserved in beauty and are committed to continuing to do that. In 1912, Sofi Tucker believed she could build something better for the next generation. A widowed mother at just 19, and the originator of what has become SheaMoisture. Recipes have been handed down, tested and proven for over four generations. Pioneering fair trade through Community Commerce in Africa and abroad SheaMoisture applies local expertise and gives back 10% of sales to women-led businesses, supporting those who supply the brand with their produce and women in the community through The Sofi Tucker Foundations. As a company, SheaMoisture strives to stay true to their roots giving back to their community and fighting poverty. SheaMoisture is available now at Priceline stores nationwide or online at [www.sheamoisture.com.au](http://www.sheamoisture.com.au). Follow them @sheamoisture.australia

### Contacts

Lisa Solomons

mailto: