



Hydrate and repair brittle heat-styled hair with Mafura & Baobab Oils

After sneaking into the market recently, SheaMoisture are excited to announce that the new Manuka Honey & Yogurt Hydration + Repair collection is proving to be a star performer and taking out awards already. The new shampoo, conditioner and treatments are formulated to repair each strand of hair by reducing breakage on heat-styled hair by up to 76%* when used as a collection. Featuring certified organic shea butter, manuka honey, yogurt extract and mafura oil, this ultra hydrating collection smoothes rough, dry cuticles, fights split ends and restores vitality to dull, lacklustre hair, resulting in hair feeling stronger and more resilient. The new addition to the growing SheaMoisture brand in Australia is perfect over processed and heat styled hair. Erica Galea, Chemcorp International Marketing Manager says, "All of the products in the SheaMoisture range are free from parabens, phthalates, paraffin, mineral oil, DEA, petroleum, formaldehyde, propylene and sulfates. Each of the recipes have been handed down from Sofi Tucker, a healer and the founder of the brand over 100 years ago. Today her family are still working with the brand to keep the heritage and her memory alive." Key Ingredients: Manuka Honey: This natural and organic ingredient draws in and seals moisture plus boosts shine. Yoghurt Extracts: Add nourishing moisture and strengthen hair. Mafura Oil: Softens and promotes healthy-looking hair. Products in the SheaMoisture Hydrate & Repair collection include: SheaMoisture Hydrate + Repair Shampoo | RRP \$19.99 This sulfate-free shampoo gently cleanses while infusing hair with intensive moisture, reconstructive proteins and shine enhancing nutrients. Formulated with certified organic Shea Butter, ultra-moisturising Manuka Honey and Yogurt in a reparative formula to restore moisture and transform coarse hair, improving smoothness, texture and manageability. SheaMoisture Hydrate + Repair Conditioner | RRP \$19.99 This rinse-out conditioner instantly detangles while infusing hair with intensive moisture, reconstructive proteins and shine-enhancing nutrients. Formulated with certified organic Shea Butter, ultra-moisturising Manuka Honey and Yogurt in a reparative formula to condition and smooth dry cuticles, resulting in reduced frizz and breakage prevention. SheaMoisture Hydrate + Repair Protein Power Treatment | RRP \$24.99 SheaMoisture's Manuka Honey & Yogurt Hydrate + Repair Protein-Strong Treatment with Mafura & Baobab Oils is powered by reparative proteins and butters, in a nutrient rich strengthening cream to naturally reinforce and revitalise over-processed, abused hair fibers. Certified organic Shea Butter, ultra-moisturising Manuka Honey and Yogurt in a deep conditioning formula that fortifies weak strands, combating breakage and split ends to leave hair looking smooth and healthy. SheaMoisture Hydrate + Repair Multi-Action Leave-In | RRP \$24.99 Certified organic Shea Butter, reparative Manuka Honey and Yogurt blend together in a lightweight treatment that fortifies hair with strand supporting proteins in a natural protective layer, while fighting frizz and the appearance of split ends. Ideal for hair that is prone to breaking, snapping or splitting. No Mineral Oil · No Parabens · No Phthalates · No Propylene Glycol · No Sulfates · No Animal Testing The new SheaMoisture Hydrate + Repair products are available now at select Priceline stores nationwide and via www.sheamoisture.com.au About SheaMoisture 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. For more information, hi-res imagery or product samples, contact 360 PR: Lisa Solomons – 0416 175 518 – lisa@360pr.com.au

Contacts

Lisa Solomons

mailto:
Rachel King
9571 4448
mailto: