

Looking to get more out of your haircare products? Get a DOUBLE EFFECT with Nouvelle's Premium Haircare Range Media Release - 4 March 2019 Introducing Nouvelle Double Effect, the Italian brands signature care collection, specifically designed to repair damage caused by chemicals, sun damage and the day to day pressures that hair can suffer. The Nouvelle Double Effect range features a 5-step system with all products providing a double effect. Petra Kostos says, "These products really are amazing and it's great to have some truly innovative products in the range in terms of not only formulation but the application technique. The Nutri-Foam (Leave in Conditioning Treatment) is a real stand out for me, it's one of those products that once you try it you never go back." The Nouvelle Double Effect 5-step care collection includes: Step 1- Nouvelle Double Effect Shampoo 300ml – RRP: \$24.99 Key Ingredients: Keratin & Hops (Humulus Lupulus Cone Extract). This shampoo gently cleanses, moisturisers and nourishes the hair and scalp while strengthening each strand from the inside. During heat styling the micro particles of keratin amino acids penetrate into the depth of the inner layer of the cuticle to restore the natural protein. This also helps to prevent brittleness, dryness, porosity and elasticity. Step 2- Nouvelle Double Effect Mask (Conditioner) 250ml – RRP: \$24.99 Key Ingredients: Keratin & Hops (Humulus Lupulus Cone Extract). To be used on the mid-lengths and ends only, this nourishing formula contains natural, but intensely active components, so the result will be noticeable after the first application. With long-term use, ingredients in the mask create a therapeutic effect due to the comprehensive strengthening to the cortex of the hair and its cuticle. Step 3- Nouvelle Double Effect Nutri Fluid (Instant Keratin-based Regenerator) 75ml – RRP: \$29.99 Key ingredients: Hydrolyzed Keratin, Hops, Cyamopsis Tetragonoloba (Guvar bean) and Glycerin. Petra's favourite product in this line, Nutri Fluid reproduces hair and is formulated to specifically target all broken or damaged areas. For application, start with damp hands, only use a small amount, then rub into the crown area and ends, wherever the damage has been caused by either bleaching or colouring. Step 4- Nouvelle Double Effect Diamond Drop (Split End Prevention) 75ml – RRP \$29.99 Key Ingredients: Camellia Sinensis Leaf Extract (Anti-Oxidant for your hair), Gossypium Herbaceum (Cotton Extract allowing hair bonding around the cuticle to provide elasticity and strength). This luxurious serum can be used straight after the Nutri Fluid. Apply a small amount, rub into hands to activate and apply to the mid-lengths down prior to heat styling. Then apply as a finishing product for amazing shine. Step 5- Nouvelle Double Effect Nutri Foam (Leave in Conditioning Foam) 200ml – RRP \$29.99 Key Ingredients: Theobroma Cacao (cocoa) Seed Butter (Hydrolyzed Cocoa Butter), guar hydroxypropyltrimonium chloride (Guar Gum to leave hair full of moisture). This is the HERO product in this collection and really gives a WOW factor after use. This is not a styling mousse/foam, this is a daily use no rinse, leave in conditioning foam, providing incredible moisture for dry, damaged and porous hair. This can be used on damp or dry hair depending on how damaged your hair is. Nouvelle's Double Effect care collection is available from www.nhbs.com.au or local salons. About Nouvelle Hair & Beauty Supplies: Nouvelle Hair & Beauty Supplies (NHBS) are the exclusive stockist and distributor of Italy's Silky and Nouvelle hair care product ranges. The team at NHBS are constantly expanding their range of retail and salon professional products and accessories, plus they even import their own hair & beauty furniture, making them a one-stop-shop for salon owners.

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