



Neutralise brassy tones with SheaMoisture's new Purple Rice Water Collection

Give colour treated hair a second chance to look salon-worthy shiny! Naturally brighten and neutralise brassy tones thanks to SheaMoisture's new Purple Rice Water – Strength + Colour Care Collection. Available now at sheamoisture.com.au or Priceline stores nationally. Formulated with once forbidden Purple Rice, an ingredient once withheld from the public by the wealthy and royals in Ancient China, dating further back to the Heian Period, it is combined with Wild Orchid and Sweet Violet Extract. The new mineral-rich cleansing and nourishing formula helps to remove dulling residue and combat unwanted brassy tones, while softening and detangling. All products in the new collection are sulfate, paraben, phthalate, petrolatum and mineral oil free, are not tested on animals and are colour safe. Purple Rice Water - Strength + Colour Care Shampoo | RRP \$19.99: Purple Rice combines with Wild Orchid and Sweet Violet Extract in this mineral-rich cleanser that removes dulling residue, while restoring shine and strength. For extra-luxurious moisturising, it also includes certified organic Shea Butter, Argan Oil and Jojoba Oil into this rich blend. Purple Rice Water - Strength + Colour Care Conditioner | RRP \$19.99: Lock in moisture and nurture strands back to health. Once forbidden, Purple Rice combines with Wild Orchid and Sweet Violet Extract in this nourishing formula to help combat unwanted brassy tones, while softening and detangling. Purple Rice Water - Strength + Colour Care Masque | RRP \$24.99: This treatment masque infuses brittle strands with intense hydration to restore health and strength. Helps to brighten hair while diminishing warm, brassy undertones to preserve radiant colour, leaving strands looking their brilliant best. The new SheaMoisture Purple Rice Water collection is available now at Priceline stores nationwide or from www.sheamoisture.com.au.

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