

The secret to help with strengthening & restoring your hair Unveiling the secrets of SheaMoisture's Jamaican Black Castor Oil Media Release - 4 March 2019 Does your hair need a little love; do you feel like you've tried everything with no success? SheaMoisture has the answer with an ages-old, natural recipe for strengthening and restoring hair health. The Jamaican Black Caster Oil range really is the hair miracle you have been waiting for. This unique collection combines intensive ingredients to renew hair, whilst supporting healthy growth. Making it ideal for damaged, chemically treated and heat styled hair, across all hair types. SheaMoisture's Sister Scientist swears by Jamaican Black Castor Oil when it comes to improving the strength of one's hair. "Clinically proven to strengthen and smooth hair, Jamaican Black Caster Oil is an ancient, powerful oil passed down through generations. The abundance of fatty acids and phytochemicals found in the oil work together to revitalise hair, and soothe the scalp." Made with natural, certified organic and ethically sourced ingredients, SheaMoisture's Jamaican Black Castor Oil range helps to restore dry, brittle, damaged hair with a special blend. Key ingredients from the range include; Jamaican Black Castor Oil: Rich in omega, the oil content may have reparative benefits for hair and scalp. Certified Organic Raw Shea Butter: The butter bathes the hair in nutrient-rich fatty acids and vitamins to deeply moisturise and condition. Apple Cider Vinegar: Containing natural alpha hydroxyl acids, the vinegar clarifies hair and may assist in balancing out hair pH levels. Rice Protein: These proteins can aid in thickening and smoothing strands of hair. Panthenol: A humectant that works to infuse water into the hair and scalp. Peppermint Oil: Stimulates the scalp, to assist and potentially improve hair growth. Coconut Oil: Intensely moisturises hair, while helping to prevent future breakages. SheaMoisture's Jamaican Black Castor Oil range includes three products: Strengthen & Restore Shampoo RRP \$24.95 – Removes product build-up while moisturising with essential oils to leave hair cleansed, strong and healthy. Strengthen & Restore Conditioner RRP \$24.95 – Conditions the hair with essential oils leaving hair soft and nourished. Strengthen & Restore Masque RRP \$29.95 – This deep conditioning masque makes even coarse, dry and over processed curls and coils soft and tangle free. 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. SheaMoisture is available now at Priceline stores nationwide. www.sheamoisture.com.au @sheamoisture.australia #sheamoistureaus

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