



## Two new secrets to strengthening and restoring your hair this summer

SheaMoisture adds two new highly anticipated products to the Jamaican Black Castor Oil range

Strengthen and restore your hair with SheaMoisture's two new highly anticipated products; Jamaican Black Castor Oil Strengthen & Restore Leave-In Conditioner and Oil Serum. The two new additions are perfect for those who regularly colour, straighten, perm or heat style their hair, as well as kinky, curly or wavy natural styles; making them essentials for summer party season and over the warmer months ahead. Erica Galea, Chemcorp International Marketing Manager says, "Clinically proven to strengthen and smooth hair, Jamaican Black Castor Oil is an ancient, powerful oil passed down through generations. With SheaMoisture's new products customers can be confident hair will be left nourished, detangled, strengthened and most importantly, frizz-free." To renew hair and support healthy growth, the range combines intensive and unique ingredients including nutrient-rich Jamaican Black Castor Oil, Certified Organic Raw Shea Butter, Apple Cider Vinegar, Rice Protein, Coconut Oil, and Peppermint Oil to stimulate the scalp for an invigorating experience. These products join the successful existing range available in Australia, including the Strengthen & Restore Shampoo, Strengthen & Restore Conditioner and Strengthen & Restore Masque. The Jamaican Black Castor Oil range is the perfect best friend for hair that needs a little love. The latest additions to the SheaMoisture Jamaican Black Castor Oil range include: SheaMoisture Strengthen & Restore Leave-In Conditioner | RRP \$24.99 This reparative leave-in conditioner softens and detangles hair while controlling frizz. Formulated with Jamaican Black Castor Oil and Certified Organic Shea Butter to nourish, moisturise and support elasticity so hair resists breakage when detangling. The conditioner provides a protective layer that improves the appearance of split ends. Simply apply to clean, towel dried hair. Work a generous amount of product into hair from root to ends. Gently comb through for even distribution. Do not rinse. SheaMoisture Strengthen & Restore Oil Serum | RRP \$24.99 This intensive oil serum effectively penetrates to treat the scalp and each hair strand with nutrients, minerals and vitamins, bringing damaged or chemically processed hair back to life. Strengthens and conditions hair, increasing its resistance to breakage. Massage a few drops gently into scalp as often as needed. Do not rinse out. Style as desired. For a restorative hot oil treatment, massage gently into scalp and hair. Cover with a plastic cap and apply moderate heat for 5 to 15 minutes depending on your hair's condition. Shampoo and condition after treatment. Style as desired. No Mineral Oil · No Parabens · No Phthalates · No Propylene Glycol · No Sulfates · No Animal Testing The two new SheaMoisture Jamaican Black Castor Oil products are available now at select Priceline stores nationwide and via [www.sheamoisture.com.au](http://www.sheamoisture.com.au)

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