



FEKKAI ADVANCED HAIRCARE: AGELESS CRÈME LUXE HAIR TREATMENT

Anti-Aging Haircare: The Fountain of Youth for Tired Tresses

"Strength must come from within and hair is no exception," says Frédéric Fekkai. "That's why I created my new Ageless Crème Luxe Hair Treatment, an anti-aging infusion with rare Orchid extract to regenerate and preserve the hair's inner structure."

Frédéric Fekkai introduces **Ageless Crème Luxe Hair Treatment**, a deep penetrating anti-aging infusion of rare Orchid that renews hair strength, elasticity and vibrancy by preserving the hair's inner structure. Part of the breakthrough Advanced Haircare Ageless range which is dedicated to bringing highly efficacious skin care technology to the hair, this luxuriously rich conditioning treatment visibly corrects the first signs of aging (dryness, damage, dullness and uneven texture). This breakthrough technology harnesses the power of rare Orchid extract known for its ability to retain moisture for unusually long periods of time and regenerating proteins which until now, were used primarily in state-of-the-art premium skin care products. With a rich, silky texture, this formula resides deep within each hair strand to revive luster, elasticity and radiance for healthy, youthful looking hair.

Renews hair strength, elasticity and vibrancy:

- **Strength:** Penetrates the hair cortex to protect and preserve the hair's structure.
- **Elasticity:** Helps hair regain the texture, bounce and resilience of its youth.
- **Vibrancy:** Hair radiates with a healthy, natural shine.

Key ingredients include:

- Orchid Root Extract continually conditions hair for exceptionally long periods of time to preserve elasticity, suppleness and health.
- Regenerating Proteins penetrate the hair cortex to protect against structural damage and enhance hair strength, shine, radiance and smoothness.
- Weightless Emollients and Conditioning Agents hydrate and condition hair.
- Sheer chamomile scent.

For best results, use 1-2 times a week. After shampooing, apply to clean, damp hair. Comb through and leave on 3 minutes. Rinse well. Style as usual.

Available exclusively at Neiman Marcus, neimanmarcus.com and Frédéric Fekkai Salons.

Ageless Crème Luxe Hair Treatment – 5.0 Fl. Oz. Jar

Suggested Retail Price: \$75.00

Available in October 2008

For further information contact:

Frédéric Fekkai & Co.

Public Relations

212.583.3232

About Frédéric Fekkai & Co.

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons.

For more information visit: www.fekkai.com