



FEKKAI ADVANCED HAIRCARE: ALL-DAY HAIR PLUMP

The Daytime Solution For Thicker, Healthier Hair

“Hair, like skin, deserves special treatment,” says Frédéric Fekkai. “That’s why I developed my new All-Day Hair Plump, an intensive day cream for thicker, healthier, younger looking hair.”

Frédéric Fekkai introduces **All-Day Hair Plump**, an ultra-luxurious, daytime leave-in treatment that plumps and retexturizes strands to reveal healthy, thick, silky smooth hair. This lightweight crème provides intense, continuous moisture throughout the day while filling and plumping damaged, roughed up hair cuticles for increasingly stronger hair.

Key ingredients include:

- Hyaluronate Humectants to plump the hair cuticle and provide continuous hydration. Derived from the skincare wonder ingredient Hyaluronic Acid, these humectants have an usually high ability to retain moisture.
- Marine Actin Peptides to repair damaged hair and provide bio-protection and conditioning to reinforce the hair cuticle.
- Vegetable Proteins to strengthen the hair.
- Moringa Seed and Edelweiss Extract to protect against harsh environmental elements (pollution, UV rays, cold and dry air).

Product features include:

- Plumps hair strands for thicker, lusher looking hair.
- Provides continuous moisture to smooth and hydrate hair all day long.
- Repairs damaged hair from the outside in, strengthening and reinforcing strands all day and over time.
- Protects hair from heat styling and environmental stress, preventing further and future damage.
- Ideal for those with dull, dry, damaged hair.
- Sheer chamomile scent.

When used in conjunction with Fekkai's breakthrough Overnight Hair Repair, hair is visibly plumped, replenished and renewed around the clock. For best results, apply 2 to 4 pumps to wet or damp hair daily and style as usual.

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

All-Day Hair Plump – 3.4 Fl. Oz. Bottle
Suggested Retail Price: \$95.00

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