

Fekkai

INTRODUCING FEKKAI AU NATUREL™

Natural has never been so luxurious

Pure formulations combined with luxury ingredients... introducing **Fekkai Au Naturel**. Fekkai Au Naturel is the art of beauty without artifice. Luxurious and purely gorgeous, Fekkai Au Naturel brings natural movement and body to the hair with a **plant-based collection** that is **free of sulfates, parabens, dyes and synthetic fragrances**. Imbued with Fekkai's signature standards of lavish, touchable textures and beautiful refreshing scents, there's no need to sacrifice pleasure or performance when choosing to use a naturally based product. **Fekkai Au Naturel – natural has never been so luxurious.**

Product Features:

- Orange fruit extract, Vitamin C and B Complex, Bioflavonoids, Potassium, Zinc, Phosphorous and natural sugars nourish the hair and scalp
- No synthetic fragrances; paraben-free; sulfate-free
- Freshly fragranced with citrus top notes, lavender, ginger middle notes and warm vanilla and tonka bean base notes
- Packaged in bottles and tubes made with 40% recycled materials

Product Benefits:

- Purifies: Hair is gently cleansed with a unique combination of natural plant derived surfactants
- Conditions: Hair is nourished with herbal extracts and amino acids to smooth, strengthen and enhance shine
- Styles: Special proteins enhance the hair's texture to give sheer, weightless definition

Au Naturel is weightless, gentle, refreshing and ideal for adding movement and body to normal-fine hair. The line combines lavish, touchable textures and beautiful essential oil fragrances to care for your hair naturally. The Au Naturel lineup includes:

Au Naturel Gentle Shampoo utilizes naturally derived cleansers that are sourced with sugar and palm to gently cleanse the hair. Peppermint leaf stimulates the hair follicles while calendula petals strengthen and nourish. Ideal for normal to fine hair, Purifying Shampoo leaves the hair ultra clean.

Suggested Retail Price: \$23, 8 fl. oz. Bottle

Au Naturel Weightless Conditioner is a weightless, plant based conditioner utilizes naturally derived herbal extracts to detangle and smooth hair. Unique ingredients chapparrel leaf and linden blossom soothe and stimulate the scalp tissue while softening and conditioning the hair. Ideal for normal to fine hair.

Suggested Retail Price: \$23, 8 fl. oz. Bottle

Au Naturel Sheer Styling Gel is a sheer, plant based styling gelee that utilizes naturally derived amino acids and proteins to provide shape. Contains horsetail grass, a mineral rich ingredient which adds strength and sheen while Peruvian bark, offers a nutritive hair treatment with remineralizing proteins. Ideal for all hair types, this unique hair gel conditions the hair while providing hold.

Suggested Retail Price: \$23, 4 fl. oz. Tube

Available October 2008 at Frédéric Fekkai Salons, Neiman Marcus, Sephora, Saks Fifth Avenue, Nordstrom, Bloomingdale's, Lord & Taylor, C.O. Bigelow and other select beauty retailers.

For further information contact:

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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