

FOR IMMEDIATE RELEASE

Pure & Petal Launches New Hair Fragrance Line

MONTREAL, March 8, 2007 – For the first time ever, women who are looking for a way to keep their hair smelling fresh and clean have a new option. Following two years of product development, Montreal-based Pure & Petal has launched an innovative product line: Pure & Petal Hair Fragrances. Available in four scents, these light, fresh fragrances are designed especially for hair. They are alcohol-free and contain silk protein and provitamin B5 to keep hair looking healthy. The fragrances are available at the Pure & Petal online boutique at www.purepetal.com and starting this April, at fine retailers such as *Blossom Bath & Body* and *Bullet* in Toronto.

The seeds for this new company were planted when founder Elizabeth Pyshnov noticed that after washing her hair, it only retained the clean scent of shampoo for a short time. “I wanted my hair to smell freshly-washed between showers. I tried to use eau de parfum on my hair, but not only was I worried that the alcohol would dry my hair, I also found that traditional eau de parfum and eau de toilette were too heavy and overwhelming when used on hair” says Elizabeth. That was when she realized that a fragrance for hair required a special formula. Existing hair fragrances frequently contain alcohol or silicone. Pure & Petal is specially formulated to keep hair lightly scented, without drying out or weighing down hair.

Besides freshly scented hair, another benefit of using a hair fragrance is that women can extend the life of their hairstyle. With the current trend towards straight hair, women are blow drying and straight-ironing their hair more often than ever before. As many hair care professionals will attest, too frequent washing will strip hair of valuable natural oils and daily heat styling can cause damage to hair. By using a hair fragrance, women can skip a day of washing and styling, while still keeping their hair freshly scented.

Hairstylists, brides and anyone styling their hair in an updo will also enjoy the benefits of using a hair fragrance on their “day-old-hair” that is required for a professional updo.

The Pure & Petal hair fragrance product line includes four fresh scents that all have one thing in common – a clean scent that gives hair a lingering fresh-out-of-the-shower feeling:

- **Sublime Citrus** – an uplifting citrus fragrance made with sweet orange and pink grapefruit essential oils,
- **Heavenly Clean** – a clean, bright fragrance with notes of freshly-washed laundry mingling with fruity-floral notes,
- **Linden Blossom** – a sophisticated, feminine fragrance with notes of linden flowers and a splash of grapefruit essential oil
- **Summer Passion** – a sweet, seductive infusion of fruity notes.

Pure & Petal launched online in November 2006 to rave reviews. The Canadian retail launch begins in Toronto this spring, with distribution to retailers in the rest of Canada and the USA to follow. A 120 mL spray bottle retails for \$48.99. Visit www.purepetal.com for more information.

For a French version of this press release, visit www.purepetal.com/French/SalledePresse.html. Visit www.purepetal.com/Press%20Room.html for product images. For additional information, product samples or to request an interview contact:

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