

## For Immediate Release

### Pure & Petal launches new refillable purse-sized hair fragrance

MONTREAL April 21, 2009 – For fresh-out-of-the-shower scented hair all day, a spritz of hair fragrance is the perfect solution. Now, with Pure & Petal's new purse-sized hair fragrance, women can conveniently take their hair fragrance wherever they go. The fragrances are perfect for travel, going to the gym, on the way to a date and are even airplane friendly. They are the first and only refillable hair fragrances on the market. The easily refillable 0.1 oz. fragrance comes packaged in a set with the full-sized 4 oz. fragrance and a tiny funnel for refilling the little bottle. The set retails for US\$49.99 at [www.purepetal.com](http://www.purepetal.com) and at select retailers across the U.S. and Canada.

"Clients who love our unique alcohol-free, silicone-free, naturally moisturizing hair fragrances requested a portable size," says Elizabeth Pyshnov, founder of Montreal-based Pure & Petal. "Alcohol-based fragrances dry the hair with repeated use, while silicone weighs down the hair and can make it look heavy and feeling greasy. Our little 0.1 ounce refillable container is environmentally friendly and can be packed in a carry-on bag while traveling."



"In these tough economic times, Pure & Petal wanted to give clients a good value," says Pyshnov. "The refillable fragrance saves clients money by eliminating the need to buy a new package every time, and it keeps our landfills free of unnecessary repeat packaging."

Pure & Petal hair fragrances are available in four scents, including:

- Sublime Citrus – an uplifting citrus fragrance made with sweet orange and pink grapefruit essential oils
- Heavenly Clean – a bright fragrance that telegraphs “clean” without smelling like perfume
- Linden Blossom – a sophisticated, feminine fragrance with notes of linden flowers and a hint of grapefruit essential oil
- Summer Passion – a sweet, seductive infusion of fruity notes.

Visit [www.purepetal.com](http://www.purepetal.com) for more information and see [www.purepetal.com/Press%20Room.html](http://www.purepetal.com/Press%20Room.html) for product images. For additional information, product samples or to request an interview, contact:

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