

FOR IMMEDIATE RELEASE

Pure & Petal Hair Fragrances Go to Hollywood's Hottest!

MONTREAL, September 12, 2007 – Pure & Petal's unique alcohol-free hair fragrances have been selected to be part of Distinctive Assets' coveted "Everybody Wins at the Emmys®" nominee gift bag. The day after the Primetime Emmy Award Ceremony at the Los Angeles Shrine Auditorium, each of the non-winning nominees in the major categories will receive one of four hair fragrances made by Pure & Petal, a Montreal-based niche fragrance house.

Nominees in the top categories that may receive the famed Distinctive Assets' gift bag include *The Riches'* Minnie Driver, *Ugly Betty's* Vanessa Williams, *Weeds'* Elizabeth Perkins and others. The recipients of the gift bag will be among the first to try Pure & Petal hair fragrances in the US, as this new product is just beginning to emerge on the US market.

"Celebrities are frequently on the cutting edge of trends and I think the recipients will really appreciate this unique, new product", says Elizabeth Pyshnov, Pure & Petal's founder.

The product line has already created a stir in Canada where it launched in stores to rave reviews in April 2007 and quickly sold out in *Blossom* boutiques in Toronto. The unique line seems to have met a hitherto unmet need among consumers, keeping hair smelling fresh and clean while the alcohol and silicone-free formula with added silk protein and provitamin B5 keeps hair silky and healthy-looking.

The hair fragrance line may be just what actors need in their hectic days on and off the set. Whether it's for enticingly scented hair for a date, a way to prolong a blow-out and avoiding heat damage to hair or a way to freshen hair after a workout, – Pure & Petal hair fragrances provides practical help in a busy day – in an indulgent and luxurious way.

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

- **Sublime Citrus** – an uplifting citrus fragrance made with sweet orange and pink grapefruit essential oils,
- **Heavenly Clean** – a clean, bright unisex 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 hair fragrances are available for purchase online and at select retailers. See www.purepetal.com for locations.

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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