

live clean

For Immediate Release:

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LIVE CLEAN LEADS THE WAY

Seven Exceptional New Products Make Live Clean

The Fastest Growing Brand Of Eco-Friendly Personal Care Products Today

Toronto: Live Clean, the Canadian Beauty industry's runaway success story, has added seven exciting new products to its current collection of shampoos, conditioners and hand and body washes. Launched just two years ago, Live Clean has captured the attention of both industry and consumers because of its impeccably developed proposition. With products that are naturally derived, ecologically responsible and, at the same time both highly effective and reasonably priced, Live Clean immediately struck the right chord with Canadian consumers who were becoming increasingly aware of the benefits of natural products for themselves and for their world. Sustainable...renewable...replenishable...these three words both guide and explain Live Clean and are based on the premise that personal care products can be both environmentally responsible *and* highly effective.

All Live Clean products are formulated with a minimum of 96% plant based ingredients and without many of the still too commonly used chemicals that are damaging to the environment and our well-being. Live Clean is free of Sodium Lauryl Sulfate (SLS), a common petro-chemical surfactant used in most shampoos, as well as Diethanolamine (DEA), a common ingredient used for rich lather and viscosity building. Live Clean is also free of parabens (preservatives used to extend the shelf life of personal care products) and other harsh preservatives, as well as phthalates (chemicals commonly used to make fragrances last longer).

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Completely vegan with no animal products or animal by-products used in the formulations, Live Clean is also cruelty-free; none of the products or their ingredients has been tested on animals. In its sensitivity to the environment, Live Clean is also free of phosphates, known contributors to water pollution.

Today, Live Clean is proud to introduce:

Live Clean Purple Jewel Wave Enhance...

Four enviro-conscious, exceptionally effective products created to enhance and control the beauty of wavy and curly hair, Live Clean Purple Jewel Wave Enhance's naturally derived, plant based formulations are enriched with the perfect blend of organic botanicals to gently cleanse and revitalize waves and curls. Lavender and White Tea restores moisture balance for waves that are soft, shiny and frizz free. *Live Clean Purple Jewel Wave Enhance Shampoo* not only gently cleanses wavy or curly hair, it revitalizes. *Live Clean Purple Jewel Wave Enhance Conditioner* is naturally formulated to hydrate and nourish without adding weight for waves and curls that lightly bounce. Wonderfully lightweight with a natural air delivery system, *Live Clean Purple Jewel Wave Enhance Defining Mousse* defines with a soft, weightless control that's non-sticky and alcohol free. To finish, *Live Clean Purple Jewel Wave Enhance Defining Spray*, is the perfect non-aerosol spray to control your waves and curls while restoring hair's natural balance.

Live Clean Green Earth 2-in-1...

Adding "efficient" to its precise list of important descriptive (renewable, sustainable, replenishable efficacious and affordable), Live Clean is particularly proud of *Live Clean Green Earth Invigorating 2-in-1 Shampoo*. This wonderfully effective naturally derived product at once gently cleanses and hydrates, diminishing flyaways and frizz. Live Clean 2-in-1's infusion of organic botanicals of Lavender and Eucalyptus stimulates the senses and invigorates the scalp.

The Live Clean Specialists...

Designed to perfectly compliment Live Clean shampoos and conditioners, two exciting new treatment products address specific hair needs. *Live Clean Fresh Water Intense Moisturizing Leave-in Conditioner* is naturally formulated for hair that needs extra and deep hydration, sealing in lightweight moisture and strengthening with nourishing Vitamins A & E and Panthenol. *Live Clean*

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Clean Air Volumizing Root Lifter provides maximum lift by targeting hair at the roots while plumping and thickening the hair with Panthenol. Oat proteins help build body for fuller, healthier looking hair.

Right for the body, right for the planet and with the lightest possible footprint, Live Clean heralds the next wave of personal care products. Live Clean proves that neither superior results nor a pleasurable experience need be sacrificed as we enter the exciting era of ecologically responsible living.