

# live clean

For Immediate Release:

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## INTRODUCING LIVE CLEAN:

Now There's An Eco-Friendly Collection Of Hair Care Products That's As Gentle, Effective And Pleasing To The Hair As It Is To The Earth -- And At A Very Affordable Price.

“Sustainable...renewable...replenishable”...and now, “efficacious.” Live Clean, the new collection of naturally derived and earth-friendly hair care products is proud to add this important and long overdue word – *efficacious* – to the usual list of eco-buzz words.

Live Clean was based on the premise that hair care products that are both environmentally responsible *and* highly effective could indeed be developed. “That was our challenge,” says Company Executive VP Michelle Sparrock. “We wanted to create a collection of shampoos and conditioners that really step up to the plate where environmentally friendly criteria are concerned but we wanted to do so without sacrificing the customer experience – which means products that are both effective and a pleasure to use.”

### **A Superior Hair Care Collection...**

The Live Clean experience – a targeted collection of six products that address the specific needs of normal, dry and fine hair types – begins with its wonderful scent, a fresh, light blend of Orange Citrus, Leafy Green, Jasmine, Rosewood, Ylang Ylang and Musk. Live Clean is formulated with certified organic botanical extracts; the products blend purified water with fresh bouquets of Rosemary, Chamomile, Lavender, Eucalyptus and White Tea, all of which have been used for their proven hair care benefits.

Live Clean hair care products cleanse without stripping and hydrate without adding excess weight, all by means of naturally-derived plant based and non-petro-chemical mineral based ingredients. Unlike many health food store brands of eco-friendly hair care products, Live Clean offers a wonderful foaming and cleansing experience by means of a natural and non-irritating coconut-based surfactant from a renewable source.

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## **Free of Harsh Chemicals To Protect You and Your World...**

Formulated without many of the commonly used chemicals that are damaging to the environment and, some believe, our well-being, Live Clean is free of Sodium Lauryl Sulfate (SLS), a common 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.

Live Clean is completely vegan with no animal products or animal by-products used in the formulations. The collection is also cruelty-free and in its sensitivity to the environment, Live Clean is free of phosphates, known contributors to water pollution.

Packaging, of course, has been carefully created to be as earth-friendly as possible. The Live Clean bottles are recyclable; they are made from virgin material, which is the most recyclable form of plastic. Shipping cartons are made from recycled materials and even the inks used on shipping cartons are safe for the environment. And all vendors are local, which cuts down on gas consumption and emissions resulting from transportation.

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 or a pleasurable experience need be sacrificed as we enter the exciting era of ecologically responsible living.

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