

live clean

For Immediate Release:

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GREAT NEWS FROM LIVE CLEAN

The Canadian Leader In Eco-Friendly Personal Care Products Is Bringing Consumers Seven Exciting New Hair, Hand And Body Products

Toronto: Live Clean is growing. Launched just a year and a half ago as a small collection of six naturally derived, ecologically responsible and highly effective hair products, Live Clean now introduces seven wonderfully efficacious and equally eco-friendly new products in three categories. The company extends its hair care collection by adding three earth-friendly styling products to its original line of shampoos and conditioners and most recent addition, Pink Fire Colour Protect Shampoo and Conditioner; Green Earth Styling Spray, Green Earth Styling Mousse and Green Earth Styling Gel. Live Clean has also created two enviro-sensitive body washes: Fresh Water Moisturizing Body Wash and Green Earth Invigorating Body Wash. And recognizing our growing attraction to liquid hand soaps, Live Clean is introducing Fresh Water Moisturizing Liquid Hand Soap and Sweet Pea Moisturizing Liquid Hand Soap.

Live Clean Is The Canadian Success Story...

When Live Clean introduced its three shampoos and conditioners in April 2007, it struck an important chord with Canadians who were obviously ready for truly eco-friendly hair care products that are both effective and environmentally responsible, not to mention a pleasure to use – and affordable. “Our premise was that we could develop personal care products that were both environmentally responsible and highly efficacious at a price that more Canadians can afford,” says company Executive Vice President Michelle Sparrock. “And we were sure we could create products that could live up to the green watchwords ‘sustainable, renewable and replenishable’ without sacrificing effectiveness and a luxurious customer experience. Response to what we have done, from both the media and Canadian consumers, has been remarkable. It’s given us the confidence to begin to create a full collection of Live Clean health and beauty products for the whole family.”

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The Live Clean Green Proposition...

All Live Clean products are formulated 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).

Live Clean is completely vegan with no animal products or animal by-products used in the formulations. The collection is also cruelty-free; none of the products or their ingredients have been tested on animals. In its sensitivity to the environment, Live Clean is also 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 containers are recyclable; they are made from “virgin” materials, making them far easier to recycle than most plastics. 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.

Introducing Live Clean Styling Products...

Committed to Live Clean Shampoos and Conditioners, customers asked Live Clean to develop styling products that would also deliver on all fronts – stylers that work for both their hair and the earth they love. Live Clean responded with the Green Earth Collection of styling products (for normal hair): Green Earth Styling Spray (Firm Hold), Green Earth Styling Mousse (Firm Hold) and Green Earth Styling Gel (Strong Hold). All three products deliver state-of-the-art hair care results. These plant-based formulations are enriched with certified organic botanicals of Chamomile, Lavender, Eucalyptus and White Tea. Live Clean’s new styling products deliver salon-tested results – all without harsh additives or preservatives.

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Live Clean Green Earth Styling Spray (Firm Hold) is non-aerosol, and has a fast-drying and non-sticky formulation. In addition to providing an exceptionally long lasting hold, Green Earth Styling Spray has Sunflower Seed extract to promote healthy hair and offer added shine.

Live Clean Green Earth Styling Mousse (Firm Hold) has a unique natural air delivery system that dispenses just the right amount of frothy lightweight foam. The non-sticky, alcohol-free formulation provides long lasting volume and styling control without drying or damaging the hair. As well, it has Sunflower Seed extract to help keep hair healthy and add shine.

Live Clean Green Earth Styling Gel (Strong Hold) provides a strong and long lasting hold, leaving the hair feeling clean with no product build-up. Its non-sticky, alcohol-free formulation has Sunflower Seed extract to help support healthy hair and add shine.

The Live Clean Body Wash Experience...

Building on what customers have grown to love about Live Clean, Fresh Water Moisturizing Body Wash and Green Earth Invigorating Body Wash both have Live Clean's distinctive and exhilarating signature scent, a fresh, light blend of Orange Citrus, Leafy Green, Jasmine, Rosewood, Ylang Ylang and Musk.

Fresh Water Moisturizing Body Wash has the perfect blend of Vitamins A & E, and certified organic botanicals of Rosemary and Chamomile to gently cleanse and moisturize, leaving skin feeling soft and smooth. Green Earth Invigorating Body Wash is infused with certified organic botanicals of Lavender and Eucalyptus to awaken the senses while gently and effectively cleansing the skin.

Introducing Live Clean Hand Soaps...

True to the Live Clean experience, Live Clean's Liquid Hand Soaps are as good to your skin as they are to the earth. Live Clean Liquid Hand Soaps blend Vitamins A & E, Panthenol and certified organic botanicals that gently cleanse and moisturize, leaving hands feeling soft and smooth.

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Fresh Water Moisturizing Liquid Hand Soap is enriched with certified organic botanicals of Rosemary and Chamomile and has the fresh, light Live Clean scent that Live Clean customers love, while Sweet Pea Moisturizing Liquid Hand Soap is formulated with certified organic flower extracts and brings a delightful and delicate new fragrance to the Live Clean family.

Live Clean Body Washes and Liquid Hand Soaps are made from naturally derived, plant-based, non-petro-chemical based ingredients. The products offer a wonderfully light foaming and cleansing experience by means of a natural and non-irritating coconut and palm based surfactant from a renewable source and like all Live Clean products, Live Clean Body Washes and Liquid Hand Soaps are free of Sodium Lauryl Sulfate (SLS), Diethanolamine (DEA), parabens and phthalates.

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.

Live Clean Styling Products are available at Shoppers Drug Mart locations across Canada. Live Clean Liquid Hand Soaps are available at Loblaws locations across Canada. Live Clean Body Washes are available at Loblaws, Walmart, PharmaSave and Proxim locations across Canada. Live Clean Shampoos and Conditioners are available at Shoppers Drug Mart, Zellers, Loblaws, Walmart, London Drugs, PharmaPlus, PharmaSave, Proxim, Sobey's (Atlantic & Western Provinces), Uniprix, Lawtons, Jean Coutu and Overwaitea locations across Canada.