

live clean

Exotic Nectar

For Immediate Release:

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LIVE CLEAN INTRODUCES ITS FIRST TREATMENT COLLECTION

With Live Clean's Exotic Nectar Moroccan Collection, The Company Harnesses The Supreme Effectiveness Of Argan Oil While Breaking New Ground In The Protection Of The Environment

Live Clean, the company that has earned the trust of Canadians for their commitment to the creation of eco-friendly personal care products, is exceptionally proud to introduce its first collection of treatment products for the hair, the *Live Clean Exotic Nectar Moroccan Collection*. Formulated with 100% pure Argan Oil, the daily restorative treatment collection consisting of Oil Treatment, Smooth & Shine Cream, Restorative Shampoo and Restorative Conditioner repairs, re-nourishes and replenishes all hair types while offering enhanced long-term conditioning, shine and UV protection. It does all of this without veering from Live Clean's mandate to create plant-based products that contribute to a greener planet while still performing at the highest level.

Cold-pressed from the nut of the Argan tree, which is indigenous to the southern region of Morocco, Argan Oil, rich in essential fatty acids and antioxidants, is one of the earth's most highly concentrated natural sources of Vitamin E. Live Clean's Moroccan Collection, which contains both Argan Extract and pure Argan Oil, restores shine and softness, locks in moisture and combats the effects of humidity. Hair that is damaged from colouring and styling is nourished and revitalized; hair that's frizzy and fly-away is effectively tamed. Exotic Nectar Argan Oil Restorative Shampoo gently cleanses the hair and is perfectly complimented by Exotic Nectar Argan Oil Restorative Conditioner, which hydrates and nourishes, locking in essential moisture. The lightweight Exotic Nectar Argan Oil Treatment dramatically restores natural shine and lustre, making hair silky and shiny without feeling greasy. Exotic Nectar Argan Oil Smooth & Shine Cream adds definition and shine while eliminating frizz. In addition, Live Clean's Moroccan Collection has the benefits of certified organic Grape Seed Oil and Olive Oil. Grape Seed Oil helps to regenerate and restructure damaged, stressed hair while Olive Oil protects against damaging free radicals.

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2.

Live Clean: Safer, More Eco-friendly Argan Products and a Silicone Solution...

“Argan Oil has been on our radar for quite awhile now,” says Executive Vice President Michelle Sparrock. “But rather than race to be first out of the gate with Argan, we needed to ensure that our Argan products met the Live Clean standards of environmental responsibility. That meant searching for an alternative to the silicone which has traditionally been the mainstay in all smoothing, de-frizzing and shining hair products.”

While silicone, which has long been used in hair products to regain lustre and shine, comes from a natural source, it undergoes extensive chemical processing that leaves a huge ecological footprint and renders the ingredient ultimately synthetic. As well, certain silicones are now on a government watch list, believed to harm aquatic life. “We believed we could find an alternative that could be an effective part of our Argan products without harming the earth,” Sparrock explains. “Most serums contain Dimethicone which in itself is not harmful but in order for it to be effective it has to be mixed with siloxanes.” It is siloxanes that are on the government watch list.

Finding – creating, in fact – an alternative that would satisfy Live Clean’s strict ecological mandate was a challenging, time consuming, trial-and-error process. “More than an ingredient, we’ve created a natural system,” Sparrock explains. “The foundation is Sorbitol and Propanediol which are both derived from sugar. In themselves they are highly effective at moisturizing the hair and in conjunction with Panthenol and Argan, the result is a superior product that is impeccably green.”

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).

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

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3.

its sensitivity to the environment, Live Clean is free of phosphates, known contributors to water pollution.

Packaging 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. Wherever possible, local vendors are used, which cuts down on gas consumption and emissions caused resulting from transportation.

The Live Clean Mission:

Go green without compromising performance. Our mission is to provide a line of products that contribute to a greener planet and perform at the highest level. Live Clean is a unique eco-friendly beauty care line that delivers exceptional results using natural, plant based ingredients. Live Clean formulations are made with a minimum of 96% replenishable, renewable and sustainable plant ingredients...as good for the earth as they are for your body.

Live Clean Exotic Nectar Moroccan Collection is available across Canada at Shoppers Drug Mart.