

latest innovations



Drawing on its heritage of taking inspiration from nature, **Herbal Essences** is introducing new formulas in some of the collections, continuing to strengthen the brand's position as providing multi-sensorial hair care products. The new formulas strike a balance between beauty and functionality to make hair soft and shiny, just the way nature intended.

These new formulations for Herbal Essences contain water-activated silkening ingredients that give women soft and shiny hair...after just one shower:

- Herbal Essences continues to delight women with the hair care they have always known and loved. The reformulated shampoos and conditioners can transform the shower from a typical experience to a hair paradise.
- Herbal Essences creates hair the way nature intended by harnessing nature's most abundant natural resource, water, to create an amazing shower experience.
- Through the use of water to activate the new silkening ingredients, the reformulated Herbal Essences' shampoos and conditioners only contain the necessary elements, and each new formula has the right level of ingredients specifically tailored to make hair soft and shiny.
- As always, the perfume in the product blooms to fill the shower with amazing scent. Women feel the creaminess as they swirl the product around between their hands and mix it with water to create a luxurious texture as they wash their hair.

About Herbal Essences Collection Technology:

- When activated by water, the shampoo's surfactants and special polymers join together and attach to hair, laying down the cuticle for each strand to feel smooth and soft, as well as look shiny.
- The conditioner's silkening blends are activated by water to lie down on the cuticle as the product is distributed and rinsed through the hair. Each collection has a unique conditioning cocktail, which delivers the right levels to create softness and shine.

Availability:

The Herbal Essences line-up was introduced first in North America in November 2010, and will roll out globally within the next twelve months. New reformulated Herbal Essences is available in seven shampoo and conditioner collections: Hello Hydration, Long Term Relationship, None of Your Frizziness, Totally Twisted, Touchably Smooth, Body Envy, and Color Me Happy.



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