



Press Release Sample

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This press release was written to promote a new product line at a Markham, Ontario hair salon.

Great Lengths Hair Gallery Announces New Canadian Line of Earth-Friendly, Vegan Hair Care Products

Markham, ON (CANADA) – May 26, 2009. Great Lengths Hair Gallery of Markham announced today it is now selling the Surface line of hair care products. Surface products are made in Canada from sustainably harvested ingredients and certified organic botanicals.

Natural ingredients make this line extremely hypo-allergenic. Its unique mix of botanicals and oils improve the health and appearance of both hair and scalp: palm and coconut oils offer gentle but thorough cleansing; babassu botanical penetrating oil adds moisture and shine while softening hair; vegan proteins help repair hair; ceramide vitamin A,C, and E antioxidants help lock in colour; and botanical and mineral ingredients improve the condition of the scalp.

The line also includes styling products made from sugar and corn starch that help hair stay beautiful, even on humid days. Styling products include smoothing cream, styling paste and gel, finishing spray and a purifying shampoo.

Surface makes its products available exclusively through independent salons. The company also helps educate salons about operating in an eco-friendly manner. In addition to its dedication to creating earth-friendly products, the company has a strong humanitarian focus and supports a number of global organizations while assisting in the charitable endeavours of the salons that carry its products.

“Great Lengths is proud to carry the Surface line”, said salon manager, Lisa Hupe. “We believe fully in the company’s philosophy of helping the earth and helping your local community.”

For more information on the Surface line, or to book a salon appointment, contact Great Lengths Hair Gallery...

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