

## **CRISTOPHE BEVERLY HILLS HAIR CARE EXTENDS BRAND WITH TWO NEW PRODUCTS**

***Cristophe Beverly Hills Restorative Hair Mask and Cristophe Beverly Hills Foaming Pomade Available Exclusively at CVS/pharmacy® Locations and Cristophe Salons Nationwide beginning in August***

LOS ANGELES (July 2006)— Cristophe, world-renowned celebrity hairstylist and salon owner, announced today the addition of two new products to his successful line of professional hair care products. Cristophe Beverly Hills Restorative Hair Mask and Cristophe Beverly Hills Foaming Pomade feature technologically advanced formulas designed to pump up your hair's potential. The hair mask and foaming pomade will be added to the line of Cristophe Beverly Hills Hair Care products this August and will be available at CVS/pharmacy® locations and Cristophe salons nationwide.

Cristophe is a world-renowned stylist to the most famous and beautiful women from Beverly Hills to Paris. He has used his 20 years of styling experience to develop these salon-quality products for you to achieve a glamorous look at home. The Cristophe Beverly Hills Hair Care line delivers quality in simple, balanced and elegant packaging that makes it easy for the customer to choose the product that's right for her.

The two new products are innovative and address specific consumer hair care needs, which is why CVS/pharmacy® has been an excellent retail partner for the Cristophe Beverly Hills brand for the past two years. "CVS is committed to providing the highest quality beauty products offering the latest technology to its customers," says Cristophe.



### **NEW! CRISTOPHE BEVERLY HILLS RESTORATIVE HAIR MASK**

Before you can get a great style, you need healthy hair. Cristophe Beverly Hills Restorative Hair Mask is the answer to the demand for specialized hair treatment due to coloring, perming and straightening. Cristophe Beverly Hills Restorative Hair Mask is a 3-in-1 product that repairs, softens and protects hair. The hair mask is formulated with silk protein, aloe and other moisturizers to soften and rehydrate all hair types. Packed with Vitamin C, Creatine and Heliogenol™, a natural sunscreen, the product will nourish and strengthen the hair shaft to help restore elasticity and protect hair from damage caused by UV rays. Cristophe Beverly Hills Restorative Hair Mask comes in a 6 oz. tube with a suggested retail of \$9.99.



### **NEW! CRISTOPHE BEVERLY HILLS FOAMING POMADE**

Cristophe Beverly Hills Foaming Pomade is an ingenious light-weight, foam pomade that is perfect for sculpting, contouring and defining a variety of different hair types and styles. The aerosol formula eliminates frizz and delivers brilliant shine and natural hold without the greasy, wet look of a standard gel pomade. Cristophe Beverly Hills Foaming Pomade comes in a 6 oz. aluminum aerosol can with a suggested retail of \$9.99.

- **Highly Texturized Cuts (fine hair)** – Cristophe Beverly Hills Foaming Pomade plumps hair up while delivering the right amount of defining texture to bring the cut to life.
- **Texturized/Layered (chin-length or longer hair)** –The detail within the haircut is lost with the heaviness of gel-type products. Cristophe Beverly Hills Foaming Pomade maintains the bulk of the textured cut, while detailing it out for interest and style.
- **Curly hair** – Cristophe Beverly Hills Foaming Pomade delivers hold and draws the curls together for a clean, spiraled look.

## OTHER PRODUCTS

The state-of-the-art Cristophe Beverly Hills Hair Care line is divided into six categories, packaged in sleek, high-visibility, color-coded bottles:

- The *Volumizing* (aqua), *Hydrating* (purple) and *Smoothing* (blue) categories consist of a shampoo, conditioner and two styling products. Each line contains custom-designed brushes to create different styles while protecting hair from damage.
- The *Color Extending* (pink) platform for color-treated hair includes a shampoo, conditioner and a protect and shine spray for long-lasting color.
- The *Styling Aids* (silver) include the new foaming pomade, two shaping sprays (regular and ultimate), a styling whip, a paste and an anti-frizz gelee for a hair-“DO” finale.
- The *Hair Treatments* (silver) feature the deep thermal reconstructor, a two-step weekly treatment that heats instantly when mixed together to repair and deep condition hair; and a variety of 3-in-1 products including the new restorative hair mask, leave-in conditioning spray, and hair serum (light and extra strength).

## THE FORMULAS

All products are power packed with beneficial ingredients, including:

- **Creatine** – The same supplement that promotes muscle growth works to strengthen hair, making it healthier and less vulnerable to breakage.
- **Vitamin C** – This antioxidant works to neutralize free radicals, which protects hair from environmental damage and stress.
- **Polyquaternium** and **Quaternium** – These work to fuse ends of hair shafts to mend split ends, inhibit moisture loss, add shine and tame fly-aways by reducing static-charge in hair.
- **Natural Sunscreen (Heliogenol™)** – Heliogenol™ is a natural sunscreen that is more effective than Vitamin E in protecting and extending the life of color-treated hair.
- **Hydrolyzed Wheat Protein** – This natural volume-booster plumps the hair shaft for thicker, fuller hair.

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Cristophe Beverly Hills Hair Care is a salon-quality hair care line available exclusively at CVS/pharmacy® stores and Cristophe salons nationwide. All Cristophe Beverly Hills Hair Care products are produced cruelty free and are not animal tested. Prices start at \$6.99.

For more information about Cristophe Beverly Hills Hair Care products and Cristophe salons, visit [www.cristophe.com](http://www.cristophe.com).

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**About Cristophe:**

Cristophe, one of America's most sought-after hairstylists, has coiffed the locks of the Hollywood elite and some of the nation's political powerhouses. Cristophe has salons in Beverly Hills, Washington, D.C., St. Barth's, Newport Beach and Las Vegas.

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