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Eco-Friendly Hair Care Products by PRIVE – formule aux herbes



There's a new eco-friendly line of hair care called **Concept Vert** by **PRIVE**. The packaging for both the shampoo and conditioner is cool in that it uses a pump and most importantly the packaging is recyclable. The bottles feature patented air powered technology that equates to twice the washing and conditioning in reusable bottles. The products are designed to be recycled as well as being refilled and reused via the manufacturer through the salon of purchase.

In addition to reusable bottles, Concept Vert uses pure organic extracts. The color safe formula is enriched with **Amazon Açaí** and **Babassu Oil** to rejuvenate, nourish and cleanse the hair. Unlike many commercial hair cleansers and conditioners, Concept Vert does not contain artificial ingredients including sulfates, gluten, phalalates, DEA, TEA, mineral oil, paraffin, PABA, paraben, or artificial coloring.

After trying this product for a week, my hair is considerably different. Even after the first wash, I could see that my hair was softer, shinier and much more manageable. It also helped tame the frizzies in my hair. Not only does Concept Vert make my hair look great but also, the fresh, clean green tea scent is amazing! It makes the shower experience much more invigorating.

Courtesy of FGPR