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## Laurent Dufourg Launches Concept Vert, an Eco-friendly Haircare



Concept Vert, the highly anticipated eco-friendly line from Privé launches nationwide during the summer of 2009. Privé founder, Laurent Dufourg has realized his life-long dream of reducing Privé's carbon footprint with the launch of Concept Vert's first two products, Concept Vert's Rejuvenating Pure Shampoo and Concept Vert Rejuvenating Pure Conditioner.

Akin to the entire Concept Vert line, the debut products introduce a unique formula, which provides higher yields in smaller reusable packages. These certified Environmentally Preferred Products come in reusable bottles featuring patented air powered technology that equates to twice the washing and conditioning. Concept Vert products are designed to be recycled traditionally, in addition to being refilled and reused via the manufacturer through the salon of purchase.

The high-yield of Concept Vert's products, the sulfate free and paraben free ingredients, the pure organic extracts and the reusable packaging make Privé's Concept Vert Rejuvenating Pure Shampoo and Rejuvenating Pure Conditioner truly unique. The color safe formula enriched with Amazon Açai and Babassu Oil rejuvenates the hair with antioxidants and strengtheners as it gently nourishes and cleanses. Unlike many commercial hair cleansers and conditioners, these products do not contain commonly used artificial ingredients including sulfates, gluten, phalalates, DEA, TEA, mineral oil, paraffin, PABA, paraben, or artificial coloring.

Ideal for all hair types, Privé's Concept Vert Rejuvenating Pure Shampoo and Rejuvenating Pure Conditioner leave hair feeling and looking shiny and healthy. Simply dispense one pump of Privé's Concept Vert Rejuvenating Pure Shampoo into hands and add water to create a rich, creamy foam. After washing and rinsing the hair, follow similar steps with the application of Privé's Concept Vert Rejuvenating Pure Conditioner by dispensing one pump of conditioner and rubbing hands together to create the foaming action. Apply the conditioner to the hair, rinse and see the results: luxurious, manageable hair.

Privé's Concept Vert Rejuvenating Pure Shampoo retails for \$28 and the Concept Vert Rejuvenating Pure Conditioner retails for \$30. Both are available at elite salons and spas nationwide. For information on purchase locations, visit [www.priveproducts.com](http://www.priveproducts.com).

Courtesy of FGPR