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## Concept Vert, new from Privé



Laurent Dufourg, founder of [Privé Salon](#) recently launched an eco-friendly line of hair care called **Concept Vert**, which includes a Rejuvenating Pure Shampoo and Pure Conditioner. It comes in cool packaging, as it resembles a can of mousse or hairspray. It even has a pump to dispense the shampoo and conditioner and all you need to do is pump it once and add some water to create a rich, creamy foam.

Concept Vert is truly unique. 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 Açai 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.

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