



<http://maria-ifeelpretty.blogspot.com/2009/08/thoroughly-modern-concepts-privé.html>

Thursday, August 20, 2009

[Thoroughly Modern Concepts: Privé Concept Vert Hair Care \(rave review\)](#)

This week, I've been trying out the new [Concept Vert](#) (Green Concept) line from [Privé](#).



Blurb: Now you don't have to sacrifice quality, performance or results in order to do your part for the planet. Introducing the revolutionary eco-design of Privé Concept Vert Rejuvenating Pure Shampoo and Conditioner, developed with Thoughtful Planet Technologies, for a product that is planet friendly in every possible way. With our color safe formulas, there are no trade-offs, just gloriously replenished and strengthened youthful hair, full of healthy body and luminous shine.

Sulfate and Paraben Free – it is not so much what is in Concept Vert, but what is not. In addition, there are no phthalates, gluten, PABA, mineral oil, paraffin, DEA, TEA or artificial colors and we NEVER test on animals!

So now that I've exhausted you with my preachiness this morning; I have to say that even if you didn't give a damn about the earth, you would be *thrilled* to use this fabulous shampoo and conditioner! Thrilled!

First, the shampoo: un-freaking-believable luxurious. I used this after a really long, hot, grubby day; and my frizzy, tangled up hair just melted into submission. My hair was ridiculously soft (but not weighed down). The conditioner is also just crazy excellent. It softened and detangled immediately. My hair looked shinier and bouncier all day. The packaging – also spectacular. The pump creates a thick foam that's easy to apply (instead of running through your fingers and down the drain). And a little is all you need (about ½ pump for my medium length hair).

Just in case I haven't been clear: these are awesome, fabulous, amazing hair care products. A+.

I'm thinking that maybe the rest of Privé may be equally impressive, so I'm planning to check out the [website](#) some more. I will use the newfangled *internet* to do this. For my *blog*. (btw: I still have no immediate plans to tweet. But you never know what may be next. I think my tape recorder is starting to go.

Courtesy of FGPR