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## Prive's New Eco-friendly Cleansing Duo

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1. The New York Privé salon storefront, next to the SoHo Grand. 2. Inside the Privé Salon in New York. 3. The new Concept Vert Shampoo and Conditioner, which launched on Earth Day. 4. Laurent Dufourg. 5. The Privé Salon in Los Angeles.

This past Earth Day, I was invited to New York City's Privé Salon by the beauty oasis's well-respected founder and hairstylist, Laurent Dufourg. The occasion was to test-run his latest creation, Concept Vert. The Rejuvenating Pure shampoo and conditioner duo isn't just any old cleansing set.

Packaged in innovative bottles with patented air-powered technology (super eco-friendly), the products are high yield and free of sulfates and parabens. I was amazed by how a dime-size drop of this shampoo could lather up to an amount that completely covers my long hair. The formula is color-safe and is enriched with Amazon acai and babassu oil, making my hair feel like all sorts of adjectives: rich, strong, super-soft, healthy, and shiny. I am not just saying this—I swear it's true. And the bottles themselves are also very green, since you can bring them back to the salon and get a refill, which leaves no carbon footprint.

I had the most wonderful experience with Laurent. He is a veteran, and one of those guys who's just full of life and has a great sense of humor. Oh, and Téa Leoni graced Laurent's chair just hours before I did. I think helps to be tri-coastal when it comes to celebrities: Laurent has salons in L.A., Miami, Orlando, and New York City, which stands at the foot of Soho Grand Hotel.

To find a Privé partner salon near you please visit [www.priveproducts.com](http://www.priveproducts.com).

Courtesy of FGPR