

TUESDAY, AUGUST 11, 2009



**Product Alert: STYLIST TO THE STARS, LAURENT D INTRODUCES PRIVÉ'S CONCEPT VERT REJUVENATING PURE SHAMPOO AND REJUVENATING PURE CONDITIONER**

High-Yield, Sulfate & Paraben Free Products with Innovative Reusable Packaging and Patented Air Powered Technology Make for the Ultimate in Eco-Friendly Beauty, **Privé's**

**Concept Vert**

**Concept Vert**, the highly anticipated eco-friendly line from Privé launches nationwide during the summer of 2009 and the fabulous panel Whom You Know has to review Women's products has loved it. 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<sup>1</sup> 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, phthalates, 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.

***Here is what our panel thought about the shampoo:***

"This shampoo is great.....just don't use more than one pump. I have long, thick hair and I usually have to use a big handful of shampoo. With Prive, one pump does the trick! Prive rejuvenating pure shampoo has a refreshing, clean scent, plus it is environmentally friendly. Am addicted to this shampoo - I don't wash my hair everyday and this keeps my hair fresh right into day 2 and even 3! Absolutely love it!"

"I was pleasantly surprised on my first use when the shampoo dispensed into a lovely rich foam. Application and rinse through was so easy, no left over residue. I really felt my hair was much cleaner and it smelt delicious and fresh! I also love the fact that you can recycle the empty can, a refreshing fabulous idea!"

"Using this shampoo was a completely zen experience for me. The packaging is an aluminum container in a soothing green color that dispenses shampoo in a light, frothy foam. The ingenious design of the pump foams up the shampoo such that you can use half the amount that you normally would with the typical liquid shampoo, a benefit to the environment and for your budget. The smaller amount of shampoo still lathers up very well, which is a nice surprise. The wonder of this product is that it doesn't contain any sulfates, parabens, phthalates, DEA, TEA or artificial colors, but is yet still able to clean my hair thoroughly without those harsh ingredients. This shampoo also contains a host of certified organic extracts that help with gentle cleansing while imparting a clean and fresh herbal scent that is very pleasant."

"First of all, I enjoyed the convenience of this product, no leakages that can happen from conventional liquid shampoo containers. Then once I gathered a small amount of creamy gel-type shampoo in the palms of my hands and mixing it with water...the experience was ever-so-rich, soft and subtle hair that evolved from the plentiful suds. I totally enjoyed the fragrance and the shampoo experience! Thanks, PRIVE!!! Also thanks for recognizing the environment with the design of your recyclable container, too!"

***Here is what our panel thought about the conditioner:***

"Prive rejuvenating pure conditioner left my hair easy to comb through and reduced tangles. Prive rejuvenating pure conditioner is very gentle on my highlighted hair, which is much appreciated. Prive rejuvenating pure conditioner left my hair full, not flat. After using Prive rejuvenating shampoo and conditioner, my hair felt nourished and after blow-drying my hair looked smooth and healthy. This conditioner gives my hair instant softness. I will switch to only using Prive shampoo & conditioners."

"I color my hair, so i was a little skeptical at first....I didn't want the blonde bits green! This product is color safe! It makes your hair feel silky smooth and you really see a noticeable difference in the shine in your hair after using it for only a week. I love and would highly recommend these products."

"After washing and rinsing the hair, follow similar steps with the application of Privè'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."

"This conditioner goes hand in hand with the Prive Concept Vert Shampoo, one should not be used without the other! As with the shampoo, this dispenses as a foam too and a little bit goes a long way. It left every strand of my hair well-conditioned while imparting a lightness, shine and bounce that I haven't seen in a long time. The ingredients are a blend of antioxidants, oils and organic extracts that is a similar formula used in the shampoo. This conditioner does as good of a job as other conditioners on the market but without weighing my hair down, which is a big plus in the summer weather. Together with the Prive Concept Vert Shampoo, this completes my zen experience in haircare!"

"First of all, I enjoyed the convenience of this product, no leakages that can happen from conventional liquid conditioner containers. Then once I gathered a small amount of smooth, creamy gel-type conditioner in the palms of my hands and mixing it with water...the experience was ever-so-rich, soft and subtle hair that evolved from the plentiful cream. I totally enjoyed the fragrance and the conditioner experience! Thanks, PRIVE!!! Also thanks for recognizing the environment with the design of your recyclable container, too!"

The bottom line from Peachy Deegan:

**This is one of our most well-received hair products ever and we are so pleased with Prive.** We cannot wait for more product development in this line-I reiterate and support all that was said by our panel and have absolutely no negatives to say about this product!

Privè'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) .