

Herbal Essences: Now Celebrating **40** **years** of being all about hair!

Thursday, October 18, 2012

Dear Loyal Herbal Essences Customer,

We know that you strive to be a superwoman day in and day out, therefore, we intend to support you in your heroic efforts. Cast aside your worries and let Herbal Essences handle your hair care. Allow us to look out for your locks while you’re out and about being the fabulous woman you always are! How can we so confidently claim this, you may ask? With the introduction of our latest ‘renew to perfection’ product line, we are certain that users will share in our affirmation. This line is specifically designed to restore hair back to its full youthful, sleek and lightweight splendor. After all, your hair endures a lot of strain with heat damage, product accumulation, and aging, so why not let Herbal Essences take over the stress?

‘Renew to perfection’ is produced with natural ingredients, as all Herbal Essences products are. It is composed of elements that effortlessly repair split ends caused from heat damage and that clean your hair of built up natural oils. This product line also contains the enzyme catalase, along with other nutrients, that prevent your hair from turning gray while promoting thicker and healthier hair. By purchasing ‘renew to perfection,’ products and using them regularly, you will reawaken your hair to its luscious, colorful and lively original beauty. So, what are you waiting for? We challenge you to rejuvenate your hair expression the Herbal Essences way.

Since our establishment as a brand in 1972, we’ve been completely committed to our motto of being “all about hair.” Through our products, we strive to not only help your hair look amazing, but to also provide touchable softness with an utterly indulging scent. We don’t simply make it our job to help your hair attain the best it can be, we are actually more than obsessed with accomplishing this goal. Herbal Essences’ customers deserve only the best, which we make every effort to offer to every individual. We know that everyone’s hair is unique, so you will never see us selling a “one size fits all” product. Whatever your personal hairstyle, ‘lusciously soft,’ ‘totally twisted’ or ‘long and strong,’ we have a hair care product line made specifically for you. We want our customers to know that they deserve the proper hair care experience, and with Herbal Essences, it’s 100% possible! Purchase our ‘renew to perfection’ line products to gain the refreshed and vivacious hair that every modern-day superwoman deserves to have.

Sincerely Yours,

Jessica M. Szczechowicz

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President of Clairol Herbal Essences

A Procter & Gamble Company Brand