



FOR IMMEDIATE RELEASE

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Schwarzkopf Professional Expands BC Oil Potion Collection

Two new products take the Oil Potion collection to new heights

In November 2013, the highly acclaimed BC Oil Potion range by Schwarzkopf Professional will add two new products to its celebrated hair care system. The newest additions, **BC Oil Potion Volume Amplifier** and **BC Oil Potion Divine Polish**, provide hair with an extraordinary boost of opulent shine and give tresses a silky, touchable feel by harnessing the natural powers of botanical oils and antioxidants to penetrate hair follicles and repair weak tresses from within.

Formulated with precious oils, BC Oil Potion Volume Amplifier and Divine Polish complement the existing Oil Potion Shampoo, Gold Shimmer Conditioner, Gold Shimmer Treatment and Liquid Oil Spray Conditioner by offering styling components that double as hair care.

Schwarzkopf Professional Brand Ambassador Michael Dueñas, who has worked with such celebs as Padma Lakshmi, Tiffani Amber Thiessen, Lady Gaga and Kevin Jonas, swears by these products for adding gorgeous shine and volume. He explains, "These two products give tremendous volume, shine, softness, while restoring hair health without adding greasiness or unwanted weight." He shares, "I have used BC Oil Potion Volume Amplifier on *Top Chef* Host Padma Lakshmi while filming in severe humidity and her hair did not budge! I trust BC Oil Potion Divine Polish to keep hair weightless while radiating stunning shine at red carpet award shows and magazine cover shoots – these are my go-to products!"

BC Oil Potion Volume Amplifier (\$24)

Treasured Argan, Marula, Almond, Macadamia and Jojoba oils work together to fortify hair, making it feel soft, supple and velvety smooth. Marula oil contains ample vitamin C – about 4 times as much as contained in an orange! – which improves hair growth, makes manes thicker, and adds ample shine. The strong anti-frizz properties of the BC Oil Potion Volume Amplifier also work with moisturizing Panthenol and film formers to give definition and amplify hair's volume. This light, leave-in defining milk helps to protect locks from blow-dry heat, while infusing brilliant shine.

To use, work BC Oil Potion Volume Amplifier into towel-dried hair, blow dry and style as desired.

BC Oil Potion Divine Polish (\$24)

BC Oil Potion Divine Polish is the perfect product to dramatically boost shine after blow-drying. Precious botanical Argan and Apricot Kernel oils smooth the hair's surface, making it smoother and having less split ends. Argan oil, known to many as "liquid gold" for hair, breathes new life into lackluster locks by utilizing its natural antioxidants to treat weak tresses and penetrate the pores of hair follicles and shafts to enhance hair's elasticity and provide deep nourishment. Argan oil also

helps to tame flyaways, while Vitamin E restores natural shine to hair. Complete with a UV-filter for added sun protection, BC Oil Potion Divine Polish is suitable for all hair types and when lightly sprayed onto dry hair, a soft, silky feel is achieved, all without overburdening the hair.

To use, lightly spray BC Oil Potion Divine Polish onto dry, styled hair and leave in.

In November 2013, BC Oil Potion Volume Amplifier (\$24) & Divine Polish (\$24) will be available at Schwarzkopf Professional partner salons and ULTA stores. For more information on salon locations, please visit www.Schwarzkopf-ProfessionalUSA.com.

About BC Hairtherapy

It's commonly known that every skin type needs a specific regimen. The same goes for different hair types: each needing specific care. With BC Bonacure from Schwarzkopf Professional's care division, you are able to offer your clients the first personalized hair care program that rebuilds the hair from inside out, for beauty that lasts. By satisfying the demands of specific hair types, groundbreaking new formulas solve the challenges of individual hair types by recreating beauty and shine in damaged, weak, color-treated, dry, normal or mature hair.

About Schwarzkopf Professional

For more than 114 years, Schwarzkopf Professional has been a leader in the salon business, with brands and technologies that make people's lives easier, better and more beautiful. Schwarzkopf Professional is part of the business unit of cosmetics/toiletries of Henkel Consumer Goods, and is worldwide one of the leading suppliers in the hairdressing business. Based on a professional partnership with the hairdresser, Schwarzkopf Professional focuses on providing innovative concepts and services, which match the needs of International salon businesses. Schwarzkopf Professional is present in over 80 countries. Well known International brands include BLONDME (blonde color, care and styling), leading brand IGORA ROYAL (color), ESSENSITY (color), BC Hairtherapy (care), and OSiS (styling). There is one unique pulse which combines Schwarzkopf Professional, their salons and consumers, that we TOGETHER HAVE A PASSION FOR HAIR. Schwarzkopf Professional's daily goal is to bring that passion for hair to life. For additional information, please visit our website at Schwarzkopf-ProfessionalUSA.com.

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OLIVINA

Natural Skin Care

BRAND STORY



Simply made with simple ingredients, **Olivina** is an artisanal bath, body and home collection that captures the essence of the Napa Valley wine country. From hand crème and lip butter to Sea Salt soaps and body wash, Olivina delivers a premiere skin care experience with products that are highly effective and earth-friendly.

Inspired by the natural surroundings of her Napa Valley home, cookbook author and James Beard Award Winner, Susan Costner-Kenward, decided to hang up her apron to create a green skin care line featuring Northern California “multi-taskers” Napa Olive and Wine Grape. In 2002, Olivina came to life in the form of a canning jar filled with Olive Body Butter. Five years later, Susan partnered with Gary McNatton, product designer to GAP, Restoration Hardware and Method, and shortly after, they found themselves with an entire barn full of hand crème, lotions and soaps.

“Living in the Napa Valley, it is important to me that our Olivina Bath & Beauty range be crammed with nourishing, from-the-earth ingredients like Grapeseed and Olive Oil,” says Susan. Full of fatty acids and rich in Vitamin E, Olive Oil is an anti-inflammatory that nourishes the skin by reducing flakiness, restoring suppleness and adding moisture. The Grapeseed Oil, sourced only from Napa’s world-class vineyards, contains a super potent anti-oxidant, which enhances synthesis of healthy collagen for a younger and fresher look. As for the Olivina fragrances, “We take our inspiration from local fragrances like Lavender, Fig, Meyer Lemon and Olive notes, combining them with the purest botanical ingredients to gently nourish and moisturize all skin types,” Susan remarks.

The **Olivina Classic Collection** showcases a selection of luxurious bath and skin care essentials in fragrances like Classic Olive, Meyer Lemon and Honeysuckle Rose. The **Olivina Napa Valley Apothecary Collection** foundation is based on botanical blends and essential oils such as Cypress & Fir, Sandalwood & Amber, Wild Fennel & Orange and Milk & Honey. Each vegetable-based product is thoughtfully formulated and free of parabens, phthalates, petroleum and SLS. Handcrafted in the United States, the fragrant gems are mindfully packaged in PET plastic, the gold standard in recyclable containers.

Ranging in price from \$9 to \$38, Olivina is available online at Olivina.com and select retailers across the United States. Today, Olivina has offices in Napa Valley, Calif. and Nashville, Tenn. and is owned by DesignWorks.

healthy skin is sexy skin



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Schwarzkopf Professional Launches OSiS Whipped Wax

New product makes whipping up sought after styles a breeze

Schwarzkopf Professional has once again proved its renowned power of creating innovative hair styling products with inspiring consistencies. Launching in January 2014, OSiS Whipped Wax has an incredibly light and soufflé-like consistency and gives hair a luminous, natural shine. The ultimate styling flexibility it provides combined with the strong hold from stabilizing emulsifiers makes the execution of various styles – at home or in the salon – easy and fun!

The special formula is designed with Beeswax, which makes hair more moldable sans any greasy feel. Schwarzkopf Professional Brand Ambassador Michael Dueñas, who tends to the locks of such celebs as Lady Gaga, Kevin Jonas and Padma Lakshmi, calls upon Whipped Wax to add texture to hair without overburdening it. He shares, “It’s the ideal product for men and women alike who want to add extra dimension to their styles. I just used Whipped Wax on *White Collar’s* Tiffani Thiessen’s long, wavy hair and also to create a piecey updo. It also works really well on men to create a disheveled look.” For the perfect amount of added tousle in the hair, Dueñas suggests emulsifying a small amount of OSiS Whipped Wax in the palm of your hands and gently raking through the ends of your hair.

OSiS Whipped Wax is available at Schwarzkopf Professional partner salons & ULTA stores; \$21 in January 2014.

About OSiS

OSiS is Schwarzkopf Professional’s styling division, which features an assortment of products designed to work together to support and enable you to release your own creativity. The STYLE, TEXTURE & FINISH collections are in the order of the way they are used. Beginning with STYLE to create a foundation, add in some TEXTURE to personalize, and FINISH to set and complete the look.

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