

Nuxe enters hair care category with new formula and four-step routine



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Drawing on 30 years of expertise in botanical oils, Nuxe has created a formulation innovation, fermented pink camellia oil. For the first time in hair care, the powers of pink camellia oil have been fully exploited by the company's patented fermentation process which results in a super oil containing a glycolipid that boosts its repairing and nourishing powers, and a finer texture that connects to hair fibre to release all its benefits.

Hair Prodigieux is designed for all hair types, and the four products in this groundbreaking, new-generation hair care range, Pre-Shampoo Nourishing Mask, High Shine Shampoo, High Shine Conditioner and Intense Nourishing Leave-In Cream, provide a four-step routine that delivers intense performance on shine and repair. Plus, the concentration of botanical oils is infused with a

scent inspired by the iconic Huile Prodigieuse. These four products are also vegan compliant, silicone-free and formulated according to Nuxe's clean charter.

See more on the four-step routine below:

1. Repair with the Pre-Shampoo Nourishing Mask; with 98% ingredients of natural origin, this product is applied to dry hair and left on for 10-30 minutes before rinsing. It is available in a 125-ml glass bottle with a detachable on/off pump.
2. Cleanse with the High Shine Shampoo; this product is described as being at the heart of this hair care ritual and designed to "prepare hair to reveal its radiant beauty." It is available in a 200-ml tube with a slim dispensing cap, as well as in a 400-ml pump bottle.
3. Condition with the High Shine Conditioner; infused with fermented pink camellia oil and Panthenol (provitamin B5), this melting balm comes in a 200-ml tube with a slim cap top
4. Beautify with Intense Nourishing Leave-In Cream; infused with fermented pink camellia oil and quinoa extract, this repairing concentrate comes in a 100-ml tube

"Your hair is an important part of your look, a powerful and beautiful asset that expresses your personality. As a symbol of confidence, your hair demands absolute effectiveness. Our Hair Prodigieux® four steps routine is our response to that demand for absolute effectiveness. A pioneer in "French pharmacy" beauty, Nuxe's approach is underpinned by research and development in natural cosmetology and botanical oils: the products are developed using powerful natural ingredients, according to a strict formulation charter and are tested under dermatological supervision. All this skill and experience, and our commitment to natural cosmetology, have been used to develop the unique formulations created for our four new hair care products," says Caroline Goix, Global Travel Retail Manager at Nuxe.