

Rituals Cosmetics expands Elixir Collection



The leading bath and body brand introduces its extended Elixir Collection of luxurious and professional quality haircare products

Rituals Cosmetics has extended its Elixir Collection of haircare products to include new professional quality styling products that provide nourishment, volume, texture, body and fixation. The new products, which complement the collection's existing shampoos and conditioners, are suitable for all hair types and will be available in Rituals' standalone travel retail stores from May.



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New Elixir Collection Purifying Scalp Scrub & Shampoo, which contains fine-grain Sugar Crystals and Argan Oil, gently removes dead skin, excess sebum and product residue for clean and healthy-looking hair. This product is recommended to be used once or twice a week.

The Elixir Collection Miracle Keratin Recovery Hair Mask is a deep and intensive conditioning treatment that repairs and restores the hair structure and moisture levels. Infused with Keratin, the mask helps to strengthen and protect the hair from future split ends and breakage and leaves hair looking visibly stronger, healthier and softer.

Suitable for short or curly tresses, the Elixir Collection Shaping Hair Paste is a non-greasy paste infused with Kaolin Clay and Organic Rice to help protect, strengthen, volumize and shape hair style. The product helps to maintain hair's natural shine and movement and provides a long-lasting, medium power hold that leaves hair luxuriously moisturized and silky soft with a matte finish.

The Elixir Collection Instant Volumising Hair Mousse has a lightweight, non-sticky and moisture-regulating formula, which helps create a natural look. Enriched with Argan Oil and Organic Rice to protect, strengthen and nourish hair, this mousse builds body and creates effortless lift for a long-lasting, stylish coupe.