



The **h&s Hair & Scalp** range is the new premium system of head&shoulders delivering fundamental care for both scalp and hair. The new product technologies were designed for a rejuvenating hair and scalp experience and the scientists from the head&shoulders Academy in Japan worked also with leading spa experts to create the ultimate soothing massage routine to enhance the care benefits. This breakthrough range includes shampoo, conditioner, treatment and the specialized scalp spa cream. The formulations with high purity aqua minerals revitalize the scalp, and thus create the foundation for revitalized and truly beautiful hair.

The scalp skin is very similar to the facial skin in many respects, yet most people pay much more attention to their facial skin than to their scalp.

Scalp skin has the same renewal mechanism as the skin on the rest of the body, its cells are formed at the bottom layers and gradually specialize until they are being shed at the surface of the skin. When the scalp skin is under attack, stressed and tired, this cell cycle can lose its natural balance. This loss of balance can lead to the typical scalp symptoms such as itch, dryness, irritation, and other signs of dandruff. Relieving the scalp of these symptoms has fundamental benefits for both, the scalp and the hair.

The new h&s range used together with the specially designed massage routine, revitalizes the scalp skin and gets back its natural balance. As the scalp is the source of the growing hair, a compromised scalp condition can also have an effect on the quality of the hair – therefore, taking care of the scalp with the h&s products also means taking care of the hair. The new h&s Hair & Scalp range enables hair to emerge beautifully right from the source of its growth.



About the h&s Hair & Scalp Technology:

The products of the new Hair & Scalp range revitalize hair, scalp and mind by combining technologies that help to resolve scalp issues and enhance the look and feel of the hair at the same time.

The range includes breakthrough products that are tailored to the needs of even the most demanding consumers and that deliver unique benefits at each stage of the beauty routine. All products contain *high-purity aqua minerals*, and the *shampoo* and *conditioner* technologies are formulated with specialized cleansing and condition actives in addition to the effective h&s scalp care actives.

The *treatment* formula was designed to enhance the scalp care benefits of the system even further by a specialized blend of scalp care ingredients. The careful design of all elements of the products delivers an advanced scalp and hair care giving benefits right at the root of the emerging hair.

The unique *scalp spa cream* finally is a breakthrough product that combines deep scalp care and a salon-like usage experience at home. A specialized spa-inspired massage regimen was developed to accompany the use of the scalp spa cream to give consumers a 1 min scalp spa experience to revitalize scalp and hair.

Availability:

This breakthrough product range was first introduced in Japan where it is sold in all major beauty outlets. Its success in Japan has sparked high interest in other countries, which means that the range will be introduced in China and Taiwan in Spring 2010, where it will be available in all major shops.

The h&s Hair & Scalp range includes:

- Hair & Scalp Shampoo
- Hair & Scalp Regular Conditioner
- Hair & Scalp Intensive treatment
- Hair & Scalp Spa Cream



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