

INTRODUCING SALON SECRET ELIXIR HAIR PERFECTING OIL FROM BIORGANICS

A Vegetarian and Vegan Friendly, Cruelty-Free Organic Hair Oil Made From Natural Ingredients

biOrganics, the original, professional range of vegetarian and cruelty-free hair care products introduces its latest salon-strength formula for home use: Salon Secret Elixir Hair Perfecting Oil. A completely organic blend of Argan Oil and Ylang Ylang, Salon Secret Elixir Hair Perfecting Oil transforms parched, dry and damaged tresses into noticeably stronger, smoother and healthier looking hair after just one application.

Elixir Hair Perfecting Oil is suitable for all hair types and lifestyles. Its weightless conditioning formula is instantly absorbed to detangle, eliminate frizz, reduce drying time and protect every strand from heated styling appliances. Free from SLS, parabens, artificial perfumes and artificial colours, the Oil is formulated exclusively from natural and organic ingredients which have all been certified free from animal testing.

Alan York from biOrganics said, "Our Salon Secret Elixir Hair Perfecting Oil is great for your hair and great for the environment. We believe that glossy shine and vitality should not be at the expense of Mother Nature and have created a luxurious oil that works in harmony with the planet and your body. Follicles are revitalized with an incredible mirror-like sheen for touchably soft, revitalized and intensely nourished locks."

The oil can be applied after washing to damp hair or before styling to create a head-turning look every time. Used for centuries by the Moroccan Berber tribes, Argan Oil is a potent natural blend of vitamins, essential fatty acids and powerful antioxidants. As an essential ingredient in Elixir Hair Perfecting Oil, it works with the hair to add a lustrous sheen, infusing its powerful anti-ageing and moisturising goodness deep into each and every strand.

A brand new range of Salon Secret Shampoo and Conditioner will be launched later in the year to compliment the Elixir Hair Perfecting Oil. Both the shampoo and conditioner are made with the same organic Argan Oil and Ylang Ylang for healthy hair that can be worn with confidence and a completely clean conscience.

The biOrganics Salon Secret range is designed for those who prefer natural and organic products. Each product gives salon-like results without compromising on ethics or costing the earth. biOrganics has been supplying salons with its range of professional hair products for over 21 years and uses only the finest quality natural and organic ingredients with no artificial additives. It believes that animals shouldn't suffer for the sake of beauty and has a very strict policy to ensure that none of its products or ingredients have been, or will be, tested on animals. The brand is endorsed by The British Union for Abolition of Vivisection (BUAV) and the Vegetarian Society.

Salon Secret Elixir Hair Oil is available in 12ml (£3.99) and 50ml (£12.99) bottles. Visit <http://www.biorganics.co.uk> for more product information and to find a local retailer.

About biOrganics: Unlike many commercial brands, biOrganics believes a great-looking head of hair should not cost the earth. Our natural hair products offer high performance at great value, and will leave your hair looking and feeling fantastic, whilst also keeping your conscience clean!

For over 20 years, biOrganics has supplied salons throughout the UK with its complete, natural hair products and organic shampoo care range. Our products contain no artificial colours or fragrances, being both SLS (Sodium Lauryl Sulfate) and cruelty-free. The active ingredients in our products are herbs, essential oils, vitamins, minerals, trace elements and vegetable protein, all of which are vital to keep your hair in peak condition.

Note to Editors: For more information please contact: enquiry@biOrganics.co.uk

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