

CREME OF NATURE®

Now it's even better!

Creme of Nature, a brand with a wonderful 30 year heritage, is now the first Multicultural hair care brand to feature Certified Organic Ingredients.

Coconut, Kiwi and Chamomile are just a few of the organic ingredients that have been used to reformulate your favourite relaxers, shampoos, conditioners and permanent colours, making it even easier for achieve and maintain a healthy and manageable head of hair.



The exclusive no-lye relaxer system features certified organic Coconut oil and Sunflower oil that you mix into the relaxer creme for added nourishment and hydration. This moisture replenishing formula leaves hair feeling healthy and silky-straight. Available in Regular and Super strengths, these relaxer kits now contain Lemongrass & Rosemary Leave-In Conditioner for added softness and shine.

The Shampoos and conditioners are designed to cleanse, detangle and condition for healthy looking hair.

Kiwi & Citrus Ultra Moisturizing Shampoo for Dry, Brittle Hair

Gently cleanses, detangles, and conditions while infusing dry, brittle hair with moisture derived from Kiwi fruit.

Red Clover & Aloe Soothing Shampoo for Dry Hair and Flaky Scalp

Organic Red Clover is one of nature's healing emollients, plus Aloe to soothe and hydrate dry hair and flaky scalp while gently cleansing and detangling hair.

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Lemongrass & Rosemary Leave-In Creme Conditioner for Dehydrated Hair

This creamy formula quickly softens, detangles, and conditions. Organic Lemongrass adds shine while Rosemary helps protect and strengthen.

Chamomile and Comfrey Healing Conditioner for Dehydrated Hair

Pamper, soothes and detangle your hair with chamomile while healing comfrey moisturizes and protects.

The nourishing permanent gel colours have now been improved making them even easier to nourish, pamper and achieve rich, true colour. Three major improvements have been made to the formula. First, the ratio of colorant to developer has been optimised by shade for the truest colour yet. To help seal in the rich, true colour, there is now a conditioner packetette of Chamomile & Comfrey Nourishing Conditioner and lastly, the colorant is now Fragrance-Free to lessen the possibility of irritation. The range also contains three new shades: Sunset Brown, Warm Bordeaux and Mahogany Glow.

All products are now available at your local hair care shop or online at www.sawaz.co.uk

Ends.

For further press information, images or to organise a competition please call Ruki Garuba on 0208 8003873.