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No More Goo for Your Do Max Green Alchemy® Introduces Scalp Rescue Hair Styling Gel!

San Francisco, California (January 9, 2006) Max Green Alchemy Ltd introduces Scalp Rescue™ Styling Gel, a 100% plant-derived hair styling gel made without wax or petrochemicals of any kind. Safe for all types of hair including color treated, the new gel offers natural hold and styling power without a stiff, sticky or crunchy feel. Organic geranium, lavender and tea tree essential oils impart a subtle unisex fragrance while active botanicals including organic aloe leaf, panthenol (provitamin B5) and other nutrients keep hair looking beautiful, shiny and manageable all day. According to Dave Karlak, President of Max Green Alchemy, "Our flakefree flexible hold formulation calms fly away hair and frizz yet allows you to restyle throughout the day." The product is available in 8.2 ounce bottles with a suggested retail price of \$12 and joins Max Green Alchemy® Scalp Rescue Shampoo and Conditioner introduced last year for complete hair management.

Max Green Alchemy Scalp Rescue Styling Gel contains a plant-derived styling agent that diminishes the negative effects of humidity on the hair which can be especially troublesome for those with curly, wavy and coarse hair. "Since our styling gel does not contain wax, it doesn't coat the scalp or weigh down your hair style," adds Dave. "No more gooey feel to the hair just clean and natural!"

Max Green Alchemy offers the following quality promise:

- Alcohol-free
- Wax-free
- Petrochemical-free
- Paraben-free
- PVP-free
- GMO-free
- Flake-free
- Cruelty-free
- Certified Vegan
- Washes out easily with no greasy residue

Max Green Alchemy® is passionate about products that respect consumers' internal and external environments without sacrificing effectiveness and which adhere to the comprehensive international standards for cruelty-free cosmetics. All products carry the Vegan.org and LeapingBunny.org certifications. Max Green Alchemy products can be found at participating Whole Foods Markets, independent health stores, salons and online at www.maxgreenalchemy.com.

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