

Max Green Alchemy® Takes Hairstyles to the Next Level with Three New Ultra Natural Products

Say Goodbye to Parabens, Petrochemicals and Bad Hair Days!

San Francisco, California (July 27, 2006) Max Green Alchemy—the Pure Plant Origin™ personal care company—adds three next generation hair styling products to their Scalp Rescue™ family of products. Delivering today's looks without parabens, pvp, silicone, wax or other synthetic additives, the company's Scalp Rescue hair care products combine modern plant-derived ingredients with traditional botanical extracts, vitamins and pure essential oils to rescue dry, flaky and itchy scalp and revitalize damaged and lackluster hair. With a fresh unisex aroma from pure organic tea tree, lemon tea tree, geranium, lavender and rosemary essential oils, the line is gentle, promotes healthy scalps, is suited to all hair types and is safe for color-treated hair.

Scalp Rescue Texture Paste creates the latest fractured and chunky styles with definition and detail but without greasiness. The Pure Plant Origin formula conditions, imparts luster and enables fashion forward hairstyles yet it is wax and silicone-free, thus preventing build-up on the hair or scalp. The 5.5 oz tube is \$14 suggested retail.

Scalp Rescue Sculpting Gel is a hard-hold formula with strong styling power. Since it is not sticky, greasy or heavy, it is perfect for creating extreme hairstyles that defy gravity or simply for adding extra protection against a bad hair day. The unique natural gel fights style-damaging wind and humidity and is oil-free so it washes out easily. The 5.5 oz tube is \$14 suggested retail.

Scalp Rescue Pomade creates brilliant shine in a modern vegan formula free of synthetics and beeswax. Pure organic jojoba, shea butter and coconut oil also feed, moisturize and deep condition, leaving hair feeling soft and smooth. The 2 oz jar is \$17.50 suggested retail.

The three new products join Scalp Rescue Shampoo, Conditioner and Styling Gel for a completely natural way to do your doo! "People absolutely love our care products because of what they have in them and, also, what they don't have. Unfortunately, there has been a gap when consumers look for **really natural** hair styling products that perform like their chemical-laden cousins," says Dave Karlak, President of Max Green Alchemy. "Most people don't realize that the 'natural' brands rely on petrochemicals to provide style and hold. After customers started having such positive experiences using our Styling Gel, retail buyers, salons and online customers began asking for more choices. We've taken natural styling products to the next level with our three new Pure Plant Origin formulations".

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 select Whole Foods Markets, independent health stores, salons and online at www.maxgreenalchemy.com.

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