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ELLE Picks Max Green Alchemy® as Best Conditioner *The 2009 Green Stars For Top Eco Friendly Beauty Products*

San Francisco, California (May 1, 2009) Max Green Alchemy's Scalp Rescue Conditioner has been voted Best Conditioner in ELLE magazine's Green Stars competition. This annual event, with a panel of 24 makeup, skin and hair pros, picks the freshest finds from among thousands of eco friendly products.



"Our stylists agree that organic macadamia seed oil-infused Max Green Alchemy Scalp Rescue Conditioner is 'tough on tangles'." wrote Maura Lynch and Jodi Belden in the May 2009 issue of Elle magazine.

Mac oil is just one of nearly 30 pure essential oils, organic botanicals and conditioning nutrients found in the product. "We're proud to be selected as a true green product in an expanding market covering various shades of green products," said Dave Karlak, President of Max Green Alchemy. "Being chosen by a panel of salon professionals proves that our products—which don't use nasty chemicals—are as effective as conventional products."

Scalp Rescue™ Conditioner is part of MGA's Rescue line of products that use a special blend of synergistic organic essential oils and botanical actives that deliver profound benefits for the hair, scalp and skin. These vegan products are also GMO-free, paraben-free and sulfate-free so they are safe for you and the planet. In an effort to be environmentally sensitive, the company uses organic ingredients whenever possible.

The 2009 Green Star winners can be found at www.elle.com.

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 PETA cruelty-free and vegan endorsement, plus the Vegan.org and LeapingBunny.org certifications. Max Green Alchemy products can be found at select Whole Foods Markets, Pharmaca Integrative Pharmacy, independent health stores, salons, spas, naturopaths and online at www.maxgreenalchemy.com.

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