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## **Press Release**

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### **ABBA® Brings High Performance To Natural Hair Care**

*ABBA® pure performance hair care™ re-launches with a  
“Commitment to Purity” and a prescriptive approach to identifying  
The right natural ingredients for each hair care need*

**Denver, CO** – Since its introduction in 1988, ABBA® pure performance hair care™ has been an industry leader in natural hair care, guided by its commitment to pure products formulated with 100% vegan ingredients.

Now, ABBA, from Colomer USA, a leading manufacturer and marketer of products for the beauty industry, is taking that commitment to a new level.

Introducing the new ABBA® pure performance hair care™, a full range of cleansers, conditioners, styling and treatment products that are designed to not only uniquely match the right natural plant ingredients to specific hair care needs, but to redefine the way in which performance is viewed in the natural hair care category.

Based upon a fusion of science and nature, ABBA utilizes herbal extracts and natural oils in combination with the brand's proprietary Herbal Protein Complex, a blend of proteins and extracts that work synergistically on the surface of the hair as well as deep inside the hair shaft. The result is formulations that offer the optimal combination of natural ingredients to restore and repair hair and leave it in top condition.

The newly re-packaged ABBA line further simplifies the matching of the right natural ingredients to hair care needs through a novel "Herbal R/X" approach. By assigning a customized Herbal R/X designation to each of its products, ABBA pinpoints the one or two botanicals that directly benefit the hair to address specific concerns. This system has been further enhanced through the creation of eight "product" families – Moisture, Color Protect, Curl, Shine, Volume, Specialty, Normal and Style - that are color coded to make it easy to identify the right product and enable a truly customized approach.

"Too often, natural hair care comes at the expense of product performance," says Dan Easton, vice president of sales and marketing for Colomer USA.

"With the re-launch of ABBA, our goal was to not only live up to our brand's heritage of pure and natural ingredients, but to produce a high performance line.

With ABBA, product performance is due to these natural ingredients, not in spite of them."

Drawing upon the vision of its founders, ABBA has also reaffirmed its philosophy of using only pure and natural plant ingredients with its re-launch. All products within the ABBA line carry the brand's "Commitment to Purity" seal, a constant pledge to produce products that are natural and pure, while recognizing the brand's social responsibility to appreciate and embrace the world we live in. ABBA products are 100% vegan, cruelty-free and free of synthetic dyes.

The family of ABBA pure performance hair care products consists of:

- **Pure Moisture** – Specifically designed to deeply hydrate and help repair dry hair and scalp for noticeably softer, smoother and healthier hair. Each product contains natural moisturizing ingredients such as, Yucca, Geranium and Palm Oil to gently restore hair's moisture and help improve manageability.
  - **Pure Moisture shampoo, Pure Moisture conditioner**
  
- **Pure Color Protect** – To strengthen, rebuild and hydrate chemically treated, fragile and damaged hair, without dulling or fading hair color. Formulated with natural color protection ingredients such as Aloe Vera Extract, Coconut, Wheat and Soy Proteins. Pure Color Protect products instantly strengthen, revitalize and smooth hair.
  - **Pure Color Protect shampoo, Pure Color Protect conditioner**

- **Pure Curl** – Formulated to provide body, manageability and shine to naturally curly or permed hair for maximum curl capacity. The combination of natural herbal ingredients including Lemon Grass, Orange Peel Oil and Chamomile help revitalize and detangle curly or wavy hair, while delivering extreme bounce and shine.
  - **Pure Curl shampoo, Pure Curl conditioner, Pure Curl prep, Pure Curl finish, True Shapes herbal therapy acid wave**
  
- **Pure Normal** – Natural hair care solutions created for all hair types and intended for daily hair care regimens. Gentle and energizing herbal ingredients such as Rosemary, Peppermint, Coconut and Lavender work together to pamper and condition hair, creating renewed body and shine.
  - **Pure Basic shampoo, Pure Basic conditioner**
  
- **Pure Shine** – Add extreme shine and moisture to dull, coarse or brittle hair. Formulated with unique and powerful extracts including Papaya, Green Tea, Mica Crystals, Banana and Rice Bran Oil, these products help deactivate free radicals and oxidants to deeply cleanse and moisturize for shiny and manageable hair.
  - **Pure Shine shampoo, Pure Shine conditioner, Pure Shine spray, Pure Shine drops**

- **Pure Volume** – Formulated to help increase volume on fine, limp hair. Energizing natural ingredients like Grapefruit, Seaweed and Aloe Vera combine with body building botanicals to help deliver volume, strength and shine to lifeless hair.
  - **Pure Volume shampoo, Pure Volume conditioner, Pure Volume gel**
  
- **Pure Specialty** – Individually designed to address specific hair care concerns resulting from heavy residue build-up on sensitive skin and scalp. Gentle, healing and calming ingredients including Molasses, Watercress, Aloe Vera, Passion Flower and Lavender are carefully selected to improve and restore hair's natural balance and texture.
  - **Pure Detox shampoo, Pure Recovery conditioner, Pure Gentle shampoo, Pure Gentle conditioner, Pure Thermal Protect spray**
  
- **Pure Style** – This selection of gels, pomades and styling sprays are natural tools designed to mold and sculpt all types of hair styles. Pure ingredients including Mica Crystals, Grapefruit, Avocado and Comfrey are incorporated into each formula to offer heat protection and control. Each product delivers natural style with incredible texture, shine and hold.
  - **Pure Finish gel, Pure Style gel, Pure Pomade, Pure Finish spray, Pure Style spray**

ABBA pure performance hair care products are available at fine salons nationwide.

Colomer USA is a leading manufacturer and marketer of products for the beauty industry. A subsidiary of The Colomer Group, a worldwide organization that consists of leading companies in the professional salon, skin care, and ethnic beauty businesses, Colomer USA brands include Roux®, ABBA® pure performance hair care™ and VOILA, among others. The Colomer Group is headquartered in Barcelona, Spain, with Colomer USA, Inc. offices in Denver, Colorado, and Jacksonville, Florida.