



Attention: Lifestyle, Beauty, Travel Editors

FOR IMMEDIATE RELEASE

**BAD HAIR DAY and IN A RUSH?
Canadians welcome *Batiste Dry Shampoo* to
their medicine cabinets across the country**

(Markham, Ontario) – March 19, 2008 – Launching in stores in 2008, *Batiste Dry Shampoo* provides temporary relief for everyone who experiences greasy, “needs-to-be-washed-but-don’t-have-time” hair. *Batiste Dry Shampoo*, and *Batiste Tropical Dry Shampoo*, are unique dry hair shampoos, which refresh and revitalize greasy, dull and lifeless hair between washes. Quick and convenient to use, Batiste leaves hair feeling clean, fragrant and full of body.

“We are thrilled to launch *Batiste Dry Shampoo* and to provide Canadians with a proven life-saver beauty product for men and women,” said Patsy Farley-Pope, president of Farleyco Marketing Inc., distributors of *Batiste* products in Canada. “*Batiste Dry Shampoo* is simple to use and is perfect for in-between washes and people on the go,” continued Ms Farley-Pope. Containing a unique formula to clean and refresh hair, this handy product-in-a-can will leave your mane feeling fragrant, full of life and with that ‘just washed look’.

How it works

Batiste is a waterless formulation. Sprayed directly onto the hair it absorbs dirt and other cosmetic products, taking all the impurities with it when it is brushed out. The result? Clean, soft hair.

Quick and easy to use, *Batiste Dry Shampoo* refreshes and revitalizes hair between washes making it an ideal recommendation for people short on time – be it during the morning rush, at the gym or at the office – and is a must-have for camping.

Batiste Dry Shampoo (original) is available now alongside *Batiste Tropical Dry Shampoo*. The 150ml packs have a suggested retail price of \$8.99 and will be available at select fine drug stores.

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Batiste goes tropical

New *Batiste Tropical Dry Shampoo* not only leaves hair clean and feeling soft but also smelling fresh, fruity and exotic. Containing a delicious blend of melon, banana, coconut, plum and peach mixed with vanilla and sandalwood musk, *Batiste Tropical Dry Shampoo* is quite simply a tropical heaven for the hair!

Benefits

- ✦ New variant with a deliciously exotic tropical fragrance
- ✦ Revitalizes greasy, dull and lifeless hair
- ✦ Instantly leaves hair feeling clean, fragrant and full of body
- ✦ Quick and convenient to use wherever you are
- ✦ Enjoyed by men and women

Established in 1982, Fine Fragrances & Cosmetics Ltd owns and operates a portfolio of products within the hair colourant, haircare, fragrance, toiletries and cosmetic categories. Fine Fragrances & Cosmetics have a presence in more than seventy countries worldwide.

Farleyco Marketing is the distributor for *Batiste Dry Shampoo* and *Batiste Tropical* in Canada. As a marketer of niche beauty and health products in the Canadian landscape, Farleyco represents many brand names, and is committed to offering Canadians best selection in their shopping experience.

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Batiste

BATISTE DRY SHAMPOO

TESTIMONIALS FROM AROUND THE GLOBE



Lynne Foss, Ballnaglera-Co Leitrim, Ireland For years I searched for an "emergency quick fix" product to give my hair that last minute lift when I simply hadn't enough time left to wash it. I tried dry shampoo in puffer packs, talcum powder and even resorted to just "rinsing" my fringe for speed's sake... but nothing worked efficiently ... then I saw a friend using Batiste Dry Shampoo...I couldn't believe the result! Her hair had been greasy and lank, yet within seconds of using Batiste her hair looked revitalised and freshly washed. I was amazed, also the aerosol spray was so fine it didn't leave the dull, powdery, heavy residue I had come to associate with dry shampoo. I tried Batiste for myself and it really worked! I was so impressed and it soon became one of those essentials that I came to rely on. I've confidently recommended to many friends through the years and none of us would never be without it now!

Miss Jules Rippon-Swaine, London I'm a make-up artist for television & fashion & I am a true advocate to the product, as you can imagine I use it a lot in my line of work. Because of this I recommend Batiste to all I work with from celebrities to friends.

Victoria Campbell-Dublin, Ireland ... Slightly dubious as to it's effectiveness I tried the spray - I was absolutely amazed! I now only have to wash my hair every second day - on the second day I give it a spray, tie it up and it looks perfect. So far I have told 3 other people about it and they are delighted too and have run out to buy it. I read magazines and watch television and have never seen your product advertised. Something as good as this shouldn't be kept quiet - there is a big niche in the market for this and you should be taking advantage by advertising - magazines such as New Woman, Company Glamour etc. If I had known sooner I would have saved years of unnecessary washing! I will continue to spread the good word but please do yourselves and the female population a favour and get your name out there! Thank you for making my life a little bit easier.