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**ANUVA COSMECEUTIC HAIRCARE CONQUERS THE NEXT**

**FRONTIER IN THE ANTI-AGING BATTLE**

*New Haircare Line Remedies the Signs of Aging on Hair and Scalp*

Beverly Hills, CA – Anuva Cosmeceutic Haircare combines the most advanced anti-aging ingredients with innovative technologies in a brand new line of shampoos, conditioners and complexes designed specifically to address the needs of aging hair and scalp. Each product in the line is packed with active ingredients to deliver nutrients, promote healthy hair, and create the environment for healthy hair growth. The products are available in professional salons and select specialty stores.

Like many leading skin care companies, Anuva incorporates natural ingredients and advanced scientific discoveries into anti-aging products. “We created the Anuva line out of demand from the 80 million U.S. baby boomers who are not only experiencing changes in their skin and bodies, but also noticing changes in their hair, ranging from thinning to becoming lifeless, dull and brittle,” said Todd Marmet, President and CEO of Anuva Cosmeceutic Haircare. “The products offer an integrated way to care for the immediate needs of aging hair, while repairing its past and protecting its future.”

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*Some of the key ingredients found in the line include:*

***White Tea*** – a potent anti-oxidant, to reduce oxidative stress, neutralize free radicals and improve cellular response to UV radiation.

***UVFilters*** – These shield against damaging UVA/UVB rays and protect against color fading.

***Reishi and Turkey Tail Mushrooms*** – Phytochemicals in these mushrooms reduce cellular inflammation and boost immune response, enhancing the ability for the hair to assimilate nutrients.

***Wild Yam and Saw Palmetto*** – These phytoestrogens help neutralize DHT, a hormone that injures the follicle, impedes nutrition, and leads to hair loss. They also help rebalance and tone the scalp.

***Complex Amino Acids*** – polypeptides, hydrolyzed keratin and minerals, provide the building blocks necessary for healthy hair growth.

Each of the products is designed to work synergistically with the others so a treatment regimen can be specifically chosen to meet the needs of each individual's specific hair type.

*The simple, straight forward line includes six products:*

***tonifying shampoo:*** This gentle shampoo improves follicle health by removing DHT-carrying sebum. It neutralizes free radicals and boosts cellular immune response. The shampoo protects against damaging effects of the sun with UV filters and protects against color fading. Refined wheat proteins strengthen fine and fragile hair while adding high shine and body.

***rebalancing shampoo:*** This superb, sulfate-free moisturizing shampoo combines potent anti-aging ingredients to combat oxidation and boost cellular immunity. It extends the life of color with UV filters and color lock.

***bodifying conditioner:*** Provides fine to medium hair with lift, shine, and manageability. It contains UV filters that protect against sun damage and protect against color fading. The conditioner nourishes with anti-oxidants and phytoestrogens to regulate and tone the scalp.

***enriching conditioner:*** This nourishing conditioner contains anti-aging ingredients to improve the health of color-treated hair. It extends the life of color with UV filters and color lock. It regulates and tones the scalp with anti-oxidants and phytoestrogens, while delivering rich moisturizers that soften hair and provide easy detangling.

***hair nourishing complex:*** A scientifically designed blend of amino acids, polypeptides, hydrolyzed keratin and minerals- the building blocks for healthy hair. The complex includes Anuva's tissue respiratory factor (TRF), which facilitates the delivery and uptake of these essential micronutrients.

***scalp vitalizing complex:*** Features saw palmetto, wild yam and pygeum to prevent the interruption of hair growth. It delivers key vitamins to increase blood flow and oxygen supply to the hair follicle.

### **About Anuva Cosmeceutic Haircare**

Anuva Cosmeceutic Haircare brings the cosmeceutical perspective of combining pharmaceuticals and cosmetics to haircare. The company is dedicated to creating products that address the chemical and biological processes underlying health and appearance. All treatment ingredients create a healthy environment to encourage hair growth and improve hair nutrition through targeted interventions in the aging process. The Anuva system is an integrated, convenient, and highly effective method for remedying the signs of aging on the hair and scalp. Anuva Cosmeceutic Haircare products are sold in professional salons and select specialty stores such as Planet Blue in Malibu. The company is based in Beverly Hills, California.