



PUREZERO® NATURAL HAIRCARE BRINGS PREMIUM CLEAN BEAUTY TO EVERYDAY CONSUMER

With increasing consumer demand for clean beauty products, Purezero® launches a new line of haircare products free of harsh chemicals at an affordable price point

ST. PETE BEACH, FL – May 28, 2019 - Purezero® Natural Haircare debuts its line of natural shampoos, conditioners, and hair treatments at select CVS Pharmacy locations across the nation. All Purezero® products are free of sulfates, parabens, phosphates, phthalates, dyes, and gluten, and are vegan and cruelty free.

Inspired by the natural beauty movement, Purezero® is formulated for efficacy using clean ingredients, like coconut milk, Moroccan argan oil, and kale. These ingredients are expertly blended creating high-quality haircare products that support natural beauty. Purezero® shampoos and conditioners are currently priced at \$5.99 and all products are manufactured domestically in Florida.

Available on shelves now, the introductory collection includes the following products:

Coconut Milk Moisturizing Shampoo, Conditioner, and Moisturizing Serum: provides moisture to dry hair through amino acids and restorative proteins

Kale Scalp Renewal Shampoo, Conditioner, and Cleansing Conditioner: reinvigorates the scalp through vitamins and minerals

Moroccan Argan Oil Repairing Shampoo, Conditioner, and Repairing Serum: restores hair damaged from heat styling and the elements

“We’re happy to be able to bring Purezero® to market,” says Jordan Christopher, Co-Founder of Purezero® Natural Haircare. “We started with a simple concept that clean beauty should be affordable. Our products use clean, yet efficacious, ingredients. Our products are benchmarked against salon formulas and each has a designer fragrance. The Purezero® pricing strategy allows all consumers access to both premium and natural haircare products.”

Purezero® is excited to introduce this brand and will be launching additional products at other national retailers this summer.

About Purezero® Natural Haircare

Purezero® Natural Haircare is created and owned by JM Brands LLC. JM Brands LLC is a St. Pete Beach, Florida indie beauty business focusing on innovative beauty and personal care products.

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