



Batiste

NEW RANGE

**IT'S TIME
TO RETHINK
DRY
SHAMPOO**

NOW FOR ALL HAIR TYPES

LIGHTWEIGHT + INVISIBLE



DON'T THINK YOU NEED DRY SHAMPOO? THINK AGAIN. NOW THERE'S SOMETHING MADE JUST FOR YOU! BATISTE HAVE A NEW BREAKTHROUGH FORMULA THAT WILL MAKE YOU **RETHINK DRY SHAMPOO**

INTRODUCING, BATISTE HAIR BENEFITS, A LIGHTWEIGHT AND INVISIBLE DRY SHAMPOO WITH A HIT OF SOMETHING EXTRA TO REFRESH YOUR HAIR WHILST MEETING YOUR SPECIFIC HAIR NEEDS. WHETHER YOU NEED MORE MOISTURE IN YOUR LOCKS OR JUST WANT SHOW STOPPING VOLUME, BATISTE HAIR BENEFITS HAS SOMETHING FOR EVERYONE

NEW INVISIBLE + LIGHTWEIGHT FORMULA

DRY SHAMPOO WITH AN ADDED BENEFIT IN FOUR FAB VARIANTS: VOLUME, HYDRATE, DE-FRIZZ AND DAMAGE CONTROL

DRY SHAMPOO + **VOLUME**

GET AN INSTANT REFRESH AND AMP UP THE VOLUME WITH BATISTE DRY SHAMPOO + VOLUME. ENRICHED WITH **COLLAGEN**, KNOWN FOR ITS PLUMPING PROPERTIES, TRANSFORM FLAT, LIFELESS LOCKS INTO REVITALISED BOUNCY HAIR IN SECONDS.

HAIR HACK:
FOR MAXIMUM OOMPH, SPRAY ON TO THE ROOTS AND BACKCOMB!



DRY SHAMPOO + **HYDRATE**

INJECT SOME MOISTURE INTO YOUR MANE WHILST GIVING IT A REFRESH. OUR SMART TECHNOLOGY, ENRICHED WITH **MOISTURIZING AVOCADO**, GIVES DRY HAIR THE BOOST IT NEEDS LEAVING IT HYDRATED, SMOOTHER AND SOFTER. GREAT FOR CURLY HAIR!

HAIR HACK:
FOR UNBEATABLE SOFTNESS, SPRAY FROM ROOT TO TIP AND BRUSH OUT.



DRY SHAMPOO + **DAMAGE CONTROL**

IS YOUR HAIR OVER-PROCESSED AND DAMAGED DUE TO HEAT, STYLING AND COLOUR? NO MORE! NEW BATISTE DAMAGE CONTROL CONTAINS **KERATIN**, KNOWN TO STRENGTHEN HAIR. THE FORMULA WILL HELP TRANSFORM WEAK AND DAMAGED HAIR TO HEALTHY LOOKING LOCKS. DAMAGE CONTROL IS THE REFRESH WE ALL KNOW WITH SOME EXTRA HAIR LOVE.

HAIR HACK:
FOR MAXIMUM DAMAGE PROTECTION SPRAY ALL OVER YOUR HAIR.



DRY SHAMPOO + **DE-FRIZZ**

THE **COCONUT** ENRICHED FORMULA, TAMES FLY-AWAYS AND CLIMATE FRIZZ. THIS LIGHTWEIGHT DRY SHAMPOO WILL REFRESH AND SMOOTH YOUR HAIR. GET TOUCHABLY SOFT LOCKS AND AN INSTANT HAIR REFRESH IN NO TIME. WHAT MORE COULD YOU WANT?

HAIR HACK:
FOR MAXIMUM DE-FRIZZ ACTION, SPRAY ALL OVER YOUR HAIR AND WORK THROUGH.



STOCKISTS: AVAILABLE IN BOOTS FROM AUGUST AND SUPERDRUG FROM SEPTEMBER
RRP: £4.25

FOR MORE INFORMATION, SAMPLES AND IMAGES PLEASE CONTACT TAYLOR PEARSON
AT CAPSULE COMMS 0207 580 4312 OR TAYLOR@CAPSULECOMMS.COM

Batiste

**CAPSULE
SMMO**