



The natural protective shield for healthy hair.

Anti-pollution: harnessing the power of herbs against environmental

Kreuzlingen, May 24

(H)air pollution: this is how the environment damages our hair.

An itchy scalp and dull, lifeless hair that no longer feels fresh: problems that literally make you want to tear your hair out! Those affected often think that these problems are caused by the wrong haircare. Over time, however, certain environmental factors have emerged as possible causes. Air pollution, in particular, plays a major role. So how does air pollution damage our hair and how can we protect our scalp?

This is what air pollution does to our hair

Air pollution means the presence of lots of harmful particles in the air. Harmful particles such as fine dust and nitrogen dioxide are released into the air as a result of emissions or combustion in power stations. Pollen particles are also flying around, particularly in spring. When these particles attach to our hair, the consequences can be damaging. In this moment, the hair and scalp are exposed to free radicals, i.e. oxidative stress, that damage the healthy cells on the head. As a result, proteins and lipids in the hair and on the scalp are destroyed and cell function is impaired, leading to reduced shine and elasticity, as well as irritation and itching of the scalp. In the long term, the hair structure can become damaged, causing dry, brittle, weakened hair.

The innovative active anti-pollution ingredient in the new RAUSCH Protection line

RAUSCH has the perfect solution to the problem: the Anti-pollution line with Swiss apple, which forms a protective shield for the scalp and hair. The antioxidant effect of the line's active anti-pollution ingredient renders free radicals harmless and ensures that the hair is protected from particles in the environment, such as fine dust or pollen. It also prevents new particles from clinging to our hair and scalp. The volume of potentially harmful particles is thus reduced and the hair and scalp are protected and soothed. Styling residue can also be removed effectively.

The Anti-pollution line with Swiss apple from RAUSCH also contains precious natural and newly developed combinations made from in-house herbal extracts such as young Swiss apple, barley grass and nettle for hair affected by pollution. Unpleasant residues are effectively removed from the hair, leaving it feeling refreshed, with an invigorating, tangy aroma of apple and delicate apple blossom, combined with the tart fruitiness of orange and sweet notes of pineapple and peach. The hair is left deeply nourished and protected. The three products in combination provide intensive cleansing, (immediate) protection and a freshness boost for the hair:

Anti-pollution exfoliating shampoo with Swiss apple 100 ml (CHF 16.90) or 30 ml (CHF 4)

Anti-pollution shampoo with Swiss apple 200 ml (CHF 15.90) or 40 ml (CHF 3)

Anti-pollution spray with Swiss apple 100 ml (CHF 16.90)



While the Anti-pollution spray with Swiss apple is perfect for use on the go, combining it with the Anti-pollution shampoo with Swiss apple offers optimal, long-term protection. For even more intensive cleansing, the Anti-pollution exfoliating shampoo with Swiss apple should also be used once a week instead of “normal” shampoo. For best results, after using the exfoliating shampoo, apply the Nourishing treatment with wheatgerm (100 ml: CHF 16.90) or 15 ml: CHF 1.90) as a finishing treatment.

The superpower of young apples from Lake Constance

Upcycling at its best: for an apple tree to keep producing high-quality fruit, a portion of its young apples needs to be picked. These young apples already contain all the ingredients of a mature apple but in more concentrated form. RAUSCH uses them sensibly and sustainably to create its apple extract. It's this young, powerful, precious ingredient that makes the line so special.



From tree to haircare. You can read the full story here:

RAUSCH: Boost your well-being with the power of herbs

RAUSCH combines centuries-old herbal knowledge with the latest scientific methods to provide effective and natural care for your hair, scalp and skin. The products are made according to unique formulas that are specially developed for all skin and hair needs. They combine the best of both worlds – naturalness and proven efficacy – to enhance personal well-being, while remaining respectful to nature. Because being responsible, ethical and sustainable is in the RAUSCH corporate DNA. Hence, why the company has always refused to test its products on animals and values sustainable partnerships with Swiss farmers. And RAUSCH is worth every cent. That's according to a customer survey carried out in 2023 by the independent Swiss Quality Testing Institute, in which the haircare products were ranked number one in terms of price-performance ratio. The range extends from natural beauty care and styling products to individual problem-solvers, with tailored solutions for every need. Further information on the products is also available at www.rausch.ch/en

You can download material on the Anti-pollution line from the following link:

<https://brand.rausch.ch/share/nkt2vNANYm2LHJKZekPH>

Available from May:

Switzerland: in pharmacies, chemists, perfumeries, department stores and online.

Germany: in pharmacies, Müller chemists, Globus and online.

Austria: in pharmacies, chemists, perfumeries, health food shops, department stores and online.

Italy: in pharmacies, parapharmacies and online.

Media contact:

RAUSCH AG KREUZLINGEN

Birgit Schäfer, CMO

Bärenstrasse 12

8280 Kreuzlingen, Switzerland

Tel. +41 (0)71 678 12 12

kommunikation@rausch.ch

