



Novex My Curls

Every woman with curly knows their hair type requires a lot of care but also knows the power curls have. **Novex** is proud to launch **Novex My Curls**, its first complete product line dedicated to curly hair. **Novex My Curls** is specially created to take curls and give them movement and lots of hydration.

Since curly hair requires a lot of moisture, **Novex** combined 7 hydrating oils into the **My Curls** products. These include Olive, Argan, Ojon, Monoi, Coconut, Shea Butter and Moringa Oils. This special mix of oils will bring curly hair intense hydration, nutrition, anti-frizz and spectacular shine. Cranberry, the small but powerful fruit, also helps shape the curls perfectly while maintaining shine.

“Today, we see many women showing off their curly hair,” says Itamar Serpa, President of **Novex**. “**Novex** believes that this attitude is important because each woman has her own beauty. We encourage woman to go natural with their hair and feel confident about their curls with our new line.”

To Use:

- 1:** Apply **Novex My Curls Shampoo** and rinse.
- 2:** After Shampoo apply **Novex My Curls Conditioning Treatment** to moist hair and massage.
- 3:** Allow deep treatment to sit on hair for 25 minutes and then rinse well.
- 4:** Optional: If blow drying apply **Novex My Curls Leave-In Conditioner** before as heat protectant.
- 5:** Use **Novex My Curls Conditioner** for daily care.

Novex My Curls Shampoo, \$7.99

Novex My Curls Conditioning Treatment, 14.1 oz- \$8.99/ 35.3oz- \$16.99

Novex My Curls Leave-In Conditioner, \$15.99

Novex My Curls Conditioner, \$7.99

Novex is available at www.novexhaircare.com.

For more information on **Novex**, please contact Susan Small of Bella Public Relations, Inc.

212.868.8183 – s.small@bellapr.com