**Artichoke:**

**The ultimate repair for sun-damaged hair**

Whether you’re at the beach or by the pool this summer remember sun care doesn’t stop with your skin - your hair needs nurturing too. Even if you don’t colour, bleach or use daily styling tools your hair still suffers damage from external factors such as pollutants, smoke and of course sun radiation. This strain on the hair shaft can leave the lipids in the cuticle damaged, leading to dull, frizzy, dry, weak and brittle hair.



**Restore shine and intense condition**

Now you can get super soft, sleek hot-weather hair with Green People’s Sun & Sports Shampoo and Conditioner, featuring an exciting new ingredient: Artichoke leaf extract. Working as a protective shield to the cuticles in the hair shaft, Artichoke Leaf extract leaves the hair’s surface flat and smooth giving you shiny, sleek and frizz-free locks.

In sunlight, the lipids that protect and give shine to the hair are oxidised, causing damage which affects their performance, leaving hair dull and lacklustre. Artichoke Leaf extract preserves the surface of the hair leaving both natural and coloured hair with high shine and brilliance - hair that looks thick, healthy and tangle-free.

**Perfect for poolside**

Green People Sun & Sports Shampoo is an effective yet gently cleansing shampoo, excellent for removing chlorine and mineral deposits left on the hair. Both shampoo and conditioner boast Plant Proteins to restructure damage to the hair shaft. They also include Pineapple extract, which is high in natural enzymes to remove dead skin cells and debris that accumulate on the hair and scalp with the use of heavy styling products and hairsprays. Marshmallow and Chamomile extract are added to gently soothe sun-damaged hair and scalp.

**Sun & Sports Shampoo 100ml – £9.99** – 100% certified and made with 81% certified organic ingredients

**Sun & Sports Conditioner 100ml – £9.99** – 100% certified and made with 91% certified organic ingredients

“*This is just the best product ever, my hair was just so clean and soft and shiny*” **Green People customer**

**For more information visit:** [**www.greenpeople.co.uk/repairhair**](http://www.greenpeople.co.uk/repairhair)

Note to editors

Green People has been pioneering organic personal care products since 1997 and was instrumental in founding the first standards in natural and organic cosmetics. Charlotte Vøhtz, Founder of Green People, joined the Soil Association committee in 1999 and the first standards were launched in 2002.

Nature & Science in Balance

Green People’s passion for natural and organic skincare is based on the concept of ‘Phyto Science’ - plant performance without compromise. Green People offers high performance products and believes that nature and science go hand in hand. Organic skin care products to restore and balance the skin’s natural moisture levels with amazing skin feel, whilst also caring about environmental issues and sustainability. Green People is dedicated to buying fair trade ingredients wherever possible.

“Organic food for your skin”

Green People has over 100 multi award-winning high performance skin and hair care formulations, with > 90% natural and organic ingredients, 100% vegetarian and 100% cruelty-free.

Their formulations offer an enhanced range of natural and organic skincare essentials that contain a skin-matched complex of phyto actives. These are highly nutritive botanicals working together to balance, strengthen, soothe and protect skin. This makes the products ideal for those suffering with eczema, psoriasis or rosacea.

Green People products are not tested on animals and never contain:

Sodium lauryl/laureth sulphate, parabens, lanolin, phthalates, propylene glycol, alcohol (ethyl alcohol, ethanol), harsh foaming agents, synthetic fragrances, irritating emulsifiers, PABA-sunscreen, petrochemicals, colourants, urea, DEA, TEA or PEGs.

10% of net profit is donated to charities

 **Approved/certified by Recommended by**

 The Soil Association Women’s Environmental Network

 The Vegan Society Penny Brohn Cancer Care Centre

 Vegetarian Society Good Shopping Guide - Ethical Consumer

 Organic Food Federation Ekomi – The Feedback Company

 Ecocert

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