

FOR IMMEDIATE RELEASE



WINNER
OF 2019

READER'S CHOICE AWARD

It's official.

BEST VOLUMIZER

THIS YEAR WE WERE HONORED to be featured by BEAUTY LAUNCHPAD as winner for the Root Boost & Volumizer, which joins our lineup of award-winning keratin products. A truly remarkable styling must have that delivers exceptional all-day volume and shine, the Root Boost product faced off against hundreds of other top hair care brands. After careful consideration by BEAUTY LAUNCHPAD, tens of thousands of stylists, distributors, and consumers had an opportunity to cast their vote based on their own experience with the product.

Each year BEAUTY LAUNCHPAD recognizes top brands from around the world to be recognized as best-of-the-best in hair and beauty, and we are honored by this recognition!



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