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FOR IMMEDIATE RELEASE



How would you like to be held on Valentines Day?

Your valentine will be head over heels in love with you *and* your hair this Valentines Day with these fabulous 'holding' products from RPR Hair Care. No matter how you like to be held, RPR has the product to suit your style. Delight in being held gently, tightly or forever by RPR. Available at selected Price Attack, Hairhouse Warehouse, Petra Hair Care and hair salons nationally, or phone 03 9549 3300 for stockists.



Hold Me Gently

Light control mist for volume & shine

Aloe Vera & Ginseng

RRP \$16.95

RPR's *Hold Me Gently* is an ultra light finishing mist that gives your hair the right amount of hold and a healthy, natural looking shine. Infused with aloe vera and ginseng, it's an invigorating blend that protects your style without stickiness or residue, and is easy to wash or brush out.



Hold Me Tight

Super hold hairspray with conditioning and shine

Ginger Citron

RRP \$11.95

No need to worry about your style falling out if you use *Hold Me Tight* by RPR. This fabulous aerosol spray has the staying power to keep your hair exactly the way you want it. With panthenol for shine and condition plus invigorating ginger citron, it's never sticky and brushes out easily. Even in heat, humidity, wind and rain, hair stays put. It's the strong embrace that holds your hair in place.



Hold Me Forever

Super hold mist for extra lift, body & shine

Aloe Vera & Ginseng

RRP \$16.95

You can be confident your style will be locked into place with *Hold Me Forever* – RPR's long lasting, quick drying mist. Extracts of aloe vera and ginseng create an uplifting experience, panthenol delivers moisture and shine plus there's a protective sunscreen to ensure your hair is protected while looking great. Loaded with body and texture, your hair is easier to mould, scrunch and shape. Enjoy your style longer with *Hold Me Forever*.

*Used and recommended by hairdressers, Australian made and owned, not tested on animals and respectful of the environment with easily recyclable packaging, RPR is also the official hair care product used on the set of Channel Ten's **Neighbours**.*

Look gorgeous, be renewed, indulge often. You deserve to be pampered by RPR.

For all media enquiries, samples, and high res images contact
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