

Press Release

For Immediate Release

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Goldwell Introduces dualsenses for MEN

Masculine Care and Styling Products Specially Designed for Men's Hair

(Santa Monica, CA) Because men have different hair needs than women, and men's products have been shown to be the root of a growth in the haircare market, Goldwell has introduced **dualsenses for MEN**. The line provides instantly visible healthy, strong hair and noticeable energy that you can feel. The modern fragrance, formula and design are all MAN. Goldwell's unique Recharge System with Guarana Caffeine Complex strengthens men's demanding hair to protect against environmental elements with protein and panthenol while the combination of menthol, guarana and caffeine has a revitalizing effect on the hair and scalp.

The **dualsenses for MEN** line has two formulas for normal and special needs hair and both use Goldwell's innovative Instant Microfluid Technology for instantly visible results.

FOR NORMAL HAIR:

Hair & Body Shampoo, designed to give vitality and energy to normal hair. Cleanses, revitalizes and cares for hair, skin and scalp. Great for tossing in your gym or overnight bag!

Activating Scalp Tonic, fortifies and revitalizes the hair and scalp with a soothing, cooling effect.

Power Gel, gives a strong hold and great energy to all hair types. Protects against moisture loss.

FOR SPECIAL NEEDS HAIR

Thickening Shampoo, adds fullness and energy to fine and thinning hair. Gently cleanses and actively strengthens hair, providing a feeling of having thicker hair.

Dualsenses products range from \$13-\$15 and are found in professional salons and stores throughout the country. Go to www.goldwell-northamerica.com for a salon locator.

GOLDWELL has been working exclusively with professional hairdressers for more than half a century. Salons in over 40 countries worldwide are experiencing and benefiting from **GOLDWELL's** expertise and superior technology. **GOLDWELL** products are developed with the cutting edge of innovation allowing them to deliver optimum results with the best possible hair protection.