



*express yourself*

**FOR IMMEDIATE RELEASE**

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**STYLE BECOMES YOU  
KMS California Hairplay Products  
Encourage Maximum Creativity and Maximum Style**

Sculptors work with clay or metal; authors use their words. But many people love to express themselves with style—including bold, noticeable hair! **KMS California hairplay** products unlock hair's artistic potential, opening up exciting new worlds of shape, texture and finish.

The 10 **hairplay products—Texture Shampoo, Makeover Spray, Texture Blast, Sea Salt Spray, Hyper Paste, Molding Paste, Clay Creme, Paste Up Spray, Dry Wax, and Soft Wax**—expand the possibilities for style and self-expression. From tousled to textured, defined to disheveled, anything is within reach.

**Hairplay Molding Paste and Hairplay Sea Salt Spray: Pushing the Boundaries of Texture**

More than ever, texture is becoming the ultimate hair trend, and **hairplay** has a wide variety of products to deliver cutting edge texture. **Hairplay Molding Paste's** unique flexible formula can be used on wet or dry hair to create touchable separation and definition with a non-greasy, natural finish. As well, **hairplay Sea Salt Spray** provides a tousled, textured, windblown effect that recreates the effect of a day at the beach, even if you never set foot out of doors. Fans love its light, matte finish and ability to create random texture and volume. And like all of the **hairplay** products, the fusion of patented IOPS technology with native natural ingredients in **hairplay Molding Paste** and **hairplay Sea Salt Spray** delivers superior product performance.

Who says hair has to be serious? **KMS California hairplay** products work hard to create lively, playful style.

**KMS California (www.kmscalifornia.com):**

KMS California is a recognized leader in the professional salon industry for its selection of shampoos, conditioners, treatments, styling and finishing products. KMS California Global Headquarters are in Santa Monica, California. KMS California is distributed in [INSERT LOCAL DISTRIBUTOR INFORMATION HERE].

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