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Media Contact: [insert name]

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**REPLENISH YOUR STYLE
KMS California Moistrepair Products
Repair and Nourish Dry, Damaged Hair**

These days, life can be especially hard on hair. Environmental stressors like heat and wind plus chemical treatments like hair color and straighteners all contribute to a steady depletion of natural moisture. At the same time, hair surfaces are constantly disrupted, leading to unwanted breakage and brittleness.

KMS California moistrepair products quench extremely dry hair while they condition and restore hair's optimal moisture level through advanced technology that repairs and reconstructs damage, leaving hair smooth and manageable with improved shine and elasticity. The six moistrepair products—**Shampoo, Conditioner, Leave-In Conditioner, Revival Creme, Restructuring Therapy** and **Overnight Mask**—work around the clock to revitalize and nourish thirsty strands.

Moistrepair Revival Creme: All-Day Moisture Balance

Among the most effective thirst-quenchers in the subline is **moistrepair Revival Creme**, a lightweight leave-in conditioner that unfurls tangles, improves combability and restores and maintains hair's optimal moisture balance. In addition to improving elasticity and pliability, **moistrepair Revival Creme** helps strengthen and revitalize. And like the rest of the products in the moistrepair subline, it features a fusion of patented IOPS technology with aloe and vanilla to deliver superior product performance.

Whether hair is straight, wavy or curly, beautiful styles start with healthy, nourished hair. **KMS California moistrepair** sets the stage for flawless, shiny hair so any style can truly shine, day after day and night after night!

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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