

PRINCESS DREAMS

Amourai Organique has announced a new fable-inspired hair care line—which includes Silver Spoon Shampoo with tea tree oil and aloe juice; Her Highness Conditioner with aloe vera rosehip seed oil; Knight in Shining Armour with wheat protein and lavender essential oils; Majesty with jojoba oil, vitamin E and organic aloe vera; Duchess Curls with avocado, coconut and jojoba; Royal Revive with rosemary, coconut and jojoba; and Rapunzel's Oil with rosemary and grape seed oil. www.luvamourai.com



AMOURAI ORGANIQUE

ORGANIC IMMUNE BOOSTERS

Sustainable Youth Technologies launched a “green” line of immune performance nutricosmetics and cosmeceuticals featuring the proprietary organic active Alasta. The product is claimed to help improve the skin’s elasticity and firmness through its ability to boost the body’s overall immune system, thus combating inflammation and free radical damage. Available in supplement, cream and serum forms online at www.sustainableyouthproducts.com.



SUSTAINABLE YOUTH TECHNOLOGIES

THREE FOR HAIR

ApHogee has released a sequence of three products for the treatment of hair. The Keratin 2 Minute Reconstructor is geared toward fixing cuticle damage and moderate breakage. It is accompanied by a daily shampoo for damaged hair, claimed to contain proteins, emollients and vitamins to restore sheen and pliability to hair damaged by chemicals and heat; and a deep moisture, humectant-enriched shampoo claimed to contain protein and smoothing agents for improved moisture retention, manageability, shine and softness. www.enr-corp.com

WINE COUNTRY ESSENCE

Sonoma Soap Company introduced a line of natural body care products meant to capture the organic essence of California’s wine country. Made from a blend of certified organic ingredients—including lavender, citrus and wildflowers—the line is paraben- and phthalate-free, with no artificial fragrances. Available online and in independent health food stores in the U.S. www.sonomasoapcompany.com



SONOMA SOAP CO.