



FOR IMMEDIATE RELEASE  
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**Luster's Pink® new paraben free products offer breath of fresh air for naturalistas!**

**#LustersNewPink mineral oil free conditioner and hair lotion now available**

(CHICAGO) - The natural evolution of **Luster's Pink®** now includes new paraben and mineral oil free hair care products for ingredient conscious consumers. **Luster's Pink® Shea Butter Coconut Oil Silkening Leave-In-Conditioner and Moisturizing Hair Lotion** are the newest additions to the Shea Butter Coconut Oil line launched earlier this year.

The African American, family-owned haircare brand continues to develop new products that appeal to today's health and ingredient conscious consumers no matter their hair texture. Additionally, Luster launched a line of natural oils for hair and skin, and introduced a refresh of all packaging for their core Pink® product line.

"At Luster, we've listened to our customers who challenge us to produce the best products, formulated with the most beneficial natural ingredients and free of ingredients that they don't want," said Tracey Bell, director of marketing for Luster Products. "Our mineral oil free products are an excellent addition to our **Pink® Shea Butter Coconut Oil** product line, and offer consumers a solution for their most common hair problems, from a brand they know and trust. Pink is more than a color, it's a way of life."

The **Lusters Pink® Shea Butter Coconut Oil Silkening Leave-in Conditioner** penetrates hair to provide lasting moisture, add slip, easily remove tangles and define natural curls. **Lusters Pink® Shea Butter Coconut Oil Moisturizing Hair Lotion** is a lightweight daily moisturizer that softens hair, improves manageability, adds a silky shine and is perfect for all hair textures. These products contribute to healthy hair, are an excellent foundation for multiple styling options, stretch tight curls and eliminate frizz.

In addition to the new Paraben Free Silkening Leave-In-Conditioner and Paraben Free

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# Luster's® Pink®

and Mineral Oil Free Moisturizing Hair Lotion the product line includes sulfate-free Shea  
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Luster's New Pink

Butter Coconut Oil Shampoo, Shea Butter Coconut Oil Conditioner, Shea Butter Coconut Oil Hot Oil Treatment, Shea Butter Coconut Oil Edge Smoother Gel and Shea Butter Coconut Oil Silkening Sheen Spray.

Luster's Natural Oils are available in Jojoba & Grapeseed, Apricot, Tea Tree and Castor oils. These products are formulated to promote healthy hair and skin and are produced with rich, natural oils that nourish, moisturize, sooth and protect skin and hair.

Product code - Pink SBCO items: 680, SBCO Leave in Conditioner and 681, SBCO Oil Moisturizer Lotion

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## **About Luster Products**

**Luster® Products, Inc.** is the leading African-American owned manufacturer of premium personal care products servicing people worldwide. Luster® Products, Inc. include the Pink® & Smooth Touch® brand, products for women; SCurl®, products for men; PCJ® Pretty-n-Silky & Smooth Roots™ children products; YOU®, unisex products, YOU® Be Natural™ for natural hair and Designer Touch, products for stylists. Luster Products, Inc. has served the needs of African American families through its premium personal care products as well as its contributions to the community for nearly 60 years. Today, Luster Products employs more than 300 people worldwide. The company's products are sold nationally and internationally through a dynamic sales force and numerous retail outlets. For more information about Luster Products, visit [www.lusterproducts.com](http://www.lusterproducts.com).

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