

Hypnotik Hair®

EMPOWER YOUR HAIR
THE SECRET IS IN THE SERUM
EMPOWER YOUR SOUL

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PROVIDENCE, RI - A new hair care product hitting the market provides women with the solution they need to cure the most crucial hair condition - the dreaded frizz.

Hypnotik Hair®, a product of Cars & Candy LLC, utilizes the power of Neroli oil from the Neroli flower to allow women to procure their own style, all while experiencing the luxurious look and feel of a high-end formula. With ingredients that are certified organic, it is a natural solution that keeps hair silky, voluminous and healthy.

*"As women, we live such busy and stressful lives that it's a shame to spend most of our free time dealing with our hair," states Gina Caruso, creator of **Hypnotik Hair**. "This product is the first of its kind on the market, as it gives women the freedom of flowing locks in a fraction of time and cost."* Just rub it in, go and let it flow. The activated serum eliminates free radicals and waterproofs your style instantaneously in a hypnotik fresh scent.

Hypnotik's developers spent years perfecting its innovative mix of ingredients, hand-selecting Neroli flowers for oil that would become the cornerstone of its formula. Retailing at \$39.95, the product reigns as the secret to our most precious accessory.

The brand is led by *Hypnotika*, the product's spokeswoman and "superhero" who tirelessly and effortlessly battles the demised villain - Frizz. Her mission is to put an end to Mother Nature's evil trick on hair. An integrated and interactive free online video game is joining the *HypnotikHair.com* website, which will allow users to zap frizz in an adventurous and exciting manner.

"The great thing about this product is that there is no longer the need for women to use chemicals and unhealthy formulas on their hair, which often causes long-term damage," says Gina Caruso. "We're thrilled to help change the lives of women all over the world."

The endless mission of empowering women is dear to the company's structure. **Hypnotik Hair** will contribute to organizations that fight battering and bullying, work to enhance body image, self-acceptance, provide education initiatives to promote career development and find solutions to the prevalent struggles women face in their everyday lives.

Hypnotik Hair is spreading the gift of beauty - one head at a time.

To learn more about **Hypnotik Hair**, visit www.hypnotikhair.com.

**Hypnotik Provides
All-in-One Solution
to Fighting Frizz**

*The heir to the
beauty throne
helps women achieve
the hair they desire*