**For Immediate Release**

Contact: Jill Eisenstadt-Chayet bluPRint 310.201.8222 | jec@blupr.com



 

## TOTALEE® HAIR CARE LAUNCHES FOR SUMMER 2018

**By GLOBAL HAIR STYLIST AND BRAND ARCHITECT LEE RITTINER**

*The Ultimate Collection of Five Multi-Tasking Results-Driven Power Products &*

### *Rittiner’s New, Exclusive Hair Studio TOTALEE® on the Alley Bows in Beverly Hills*

June 28, 2018 – [Beverly Hills, California] – Renowned global hair stylist, Lee Rittiner, a beauty brand architect

– launches **TOTALEE** – his new comprehensive collection of five highly efficacious products. Dermatologist tested, they are formulated from safe, naturally-derived ingredients designed to deliver the ***TOTALEE DIFFERENCE***. Beautiful hair, extraordinary results effortlessly - regardless of hair type, ethnicity, or condition. The collection will premiere exclusively at his eponymous salon, **TOTALEE on the Alley** opening in Beverly Hills in July, prior to direct to consumer, professional, and retail roll-out.

After a dozen years behind the chair and as many blending his own product potions, Rittiner was ready for top chemists and formulators to help him perfect **TOTALEE’s** proprietary collection. He found the key to unlocking the secret to gorgeous hair was the incredible power of **Essential Oxygenated Oil** combined with a scientific cocktail of incredible **Superfoods**. Coupled with **Nuplex™** and **X2 Technology**, **TOTALEE** was created to deliver immediate benefits on all hair types.

**TOTALEE** includes a range of activated, advanced skincare elements and raw botanicals such as *colloidal silver, hydrolyzed rice, kale and pea protein, sea kelp, olive and coconut oil, shea butter, bamboo, rosemary, lemongrass, green and white tea* along with niacinimide, stearic acid, and witch hazel. They are all designed to care for scalp health, nourish the hair follicle and root, hydrate the hair shaft, and super seal to deliver protection, restoration, and shine to each and every strand.

Brought to you by Great HealthWorks, **TOTALEE** is truly different. **TOTALEE** was formulated to give women and men with any and every hair type, condition, or ethnicity – the immediate appearance of healthier, revitalized hair with vibrant shine. Almost effortlessly, **TOTALEE *WASH, RINS, WORK, MIST, and GLOW*** provide fully comprehensive, results-driven hair care from cleansing to coiffing in four simple steps.

# # #

**About Great HealthWorks:** Headquartered in Fort Lauderdale, Florida, Great HealthWorks is a global multi-platform health, lifestyle, media and technology company, with a passion for developing products that make a meaningful difference in people’s lives. **TOTALEE**® joins the Great HealthWorks family of products, including its flagship product OmegaXL® and lifestyle brand New You Media.

For more information visit [**www.totalee.com**](http://www.totalee.com/) **@TOTALEE #TOTALEEOnTheAlley #TotaLeeHair @LeeRittiner**

# TOTALEE® HAIR CARE

**FIVE PIECE ESSENTIAL COLLECTION**

### *“Because you don’t need more hair care options you just need one that works”*

***– TOTALEE Brand Architect, Lee Rittiner***

**CLEANS E WIT H CARE**

* **WASH** – A gentle, milky cleanser including the signature *Essential Oxygenated Oil [EOO] and a cocktail of* pea peptides, kale and quinoa protein, keratin, biotin, and X2 Technology, this product helps to remove

scalp build-up and increase cellular turnover supporting cleaner hair longer, so you may extend time

between washes. **13.5 Oz. Salon Price $48.00**

**CONDITIO N AN D RESTORE**

* **RINS** – Nano-particles of *Essential Oxygenated Oil [EOO]* combine in this cocktail of caffeine, fennel, and red palm fruit oil to smooth strands, improve the appearance of split ends and damage, and restore shine and luminosity without weighing hair down. **13.5 Oz. Salon Price $48.00**

## TRE AT WIT H TECHNOLOGY

* **WORK** – This leave-in conditioning crème elixir combines the *Essential Oxygenated Oil [EOO]* and Nuplex™ Technology with hydrolyzed jojoba esters and shea butter in its nutrient-rich blend to combat the effects of harsh products and styling processes. A super smoother it can be used as a curl cream for soft, frizz-free individual curls [just scrunch and go] as it works overtime to weatherproof hair from heat and humidity eliminating signs of damage and leaving shining, lustrous locks. **4 Oz. Salon Price $48.00**

***Lee’s Professional note:*** when RINS and WORK are cocktailed together – they are an amazing deep conditioning mask – ideal for summer or anytime hair needs a little extra love.

## FINIS H FLAWLESS LY

* **MIST** – A total texturizing must-have, this super-powered detangler, styler, and protector has a pure protein base blended with *Essential Oxygenated Oil [EOO]* to nourish the hair while it lifts and holds for ultimate va-va-va-volume. **8 Oz. Salon Price $29.00**

***OR***

* **GLOW** – A leave-in shine spray, the Micro Macadamia Nut Oil and Pea Protein base combine with Abyssinian Oil to leave hair strong, silky and shiny reflecting light to highlight the individual richness in radiance, color, depth, and dimension that make each head of hair uniquely beautiful while fighting the frizz. **8 Oz. Salon Price $29.00**

## 5 Piece Essential Collection Salon Price $198.00

DTC Essential Collection with Subscription Pricing $89.97

**Media Contact: Jill Eisenstadt-Chayet | bluPRint: 310.201.8222 |** **jec@blupr.com**