

newsworthy trends

Hair's To New Ways Of Getting Your Superfruits

(NAPSA)—More Americans are taking their health to heart in ways once thought unimaginable.

You've only to look at the explosion in sales of one of the hottest new consumer categories—the \$100 million market in enhanced water—to know how strong the demand has become for anything packed with vitamins and nutrients. Coming up fast is a class of foods called superfruits—a nutritiously potent collection of fruits like acai berry, blueberry and pomegranate that market research firm *Productscan* predicts will more than double its market share in the coming months.

“Today's consumers are extremely sophisticated, and they are attracted to functional foods' ability to help manage health and wellness,” said Roger Clemens, Ph.D., a spokesperson for the Institute of Food Technologists.

Superfruits first began showing up in beverages and some prepared foods, but their uses have expanded to meet heightened demand.

Take hair, for instance. The new VitaminShampoo line of shampoos and conditioners contains high-potency superfruits loaded with vitamins and antioxidants, along with nutrients, minerals, proteins and essential oils, to enrich and re-energize hair.

The Rejuvenating Blueberry Avocado Shampoo and the Conditioner stimulate and fortify hair as their yogurt proteins penetrate



New products use superfruits to help people focus on health and beauty.

deep into the follicle, providing extra nutrition. Similarly, the Acai Berry Guava Shampoo and the Conditioner cleanse away impurities and replace dry ends while enhancing shine and rebuilding hair's internal structure.

Other types of VitaminShampoo use ingredients like lemon-grass oil (to restore a natural moisture balance) and green tea (to heal damaged hair that's been exposed to harmful elements such as smog, UV rays and chemicals). All are free of additives like sulfate and paraben.

For more information, visit www.vitaminshampoo.com.