

Special Promotion Offers Salon-Quality Shampooing Without Leaving Your Home

(NAPSA)—Those old hair products in your shower could be more valuable than you might think. Women across the United States now have the opportunity to feel as though they just stepped out of a Fifth Avenue salon without having to venture to New York City.

A one-day promotion allows women to try the new Fekkai Advanced line without having to spend a cent. All they have to do is bring any full-sized shampoo bottle to a participating Saks Fifth Avenue store to receive a bottle of luxurious shampoo in exchange.

Women who take part in the promotion will receive a choice of Fekkai Advanced shampoos, the latest from luxury hair care brand Frederic Fekkai. The brand, which is known for its superior formulations and luxurious textures, is available in high-end retailers around the world.

Comprised of three of the brand's most popular collections—Brilliant Glossing, Salon Technician Color Care and Full Blown Volume—the Advanced Care line takes hair care to a whole new level, blending nature and science.

The shampoo swap will be held at Saks Fifth Avenue stores nationwide on September 17 and is open to all consumers. For many women, it could be an affordable way to try this new line of products.

The Fekkai Shampoo swap is limited to one 8-ounce shampoo bottle per customer and is only available while supplies last. Here are some hair care tips from Mr. Fekkai:

- When applying shampoo, don't apply it all to the top of your head or all in one spot. Apply a small amount at the forehead, crown, temples and the nape of



Frederic Fekkai putting his finishing touches on a hairstyle.

the neck—this is where oils and dirt tend to build up the most. It's important that hair is completely saturated with water before you apply any shampoo.

- Never apply the product to your scalp unless you have a very dry scalp. Apply conditioner from the ears down or the ends out on shorter hair. Be sure to comb the product through the hair and rinse with cool water. The cold water stimulates circulation, giving the hair even more shine.

- A great product that is helpful during those in-between shampoo days is a dry shampoo. It does a fine job absorbing excess oil and is an excellent option when you can't shampoo. It is also a great choice for postgym workouts.

For additional information about the Fekkai Shampoo Swap and to find out which Saks stores are participating in the promotion, please visit www.fekkai.com.