



For IMMEDIATE RELEASE
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TRISWIM HAIR & BODY COLLECTION – FOR BEAUTY THAT GOES THE DISTANCE!

(Los Angeles, CA) – TRISWIM introduces its Hair & Body Collection of personal care products for women and men that brings a competitive edge to beauty and glamour found in salon quality shampoo, conditioner, body wash and lotion. Conceived by leading age group triathlete and USAT certified coach Karen Allard, the line was originally created for health and beauty conscious people with prolonged exposure to chlorine in swimming pools, salt water as well as environmental hazards that cause severe dryness and damage to hair and skin. Today, anyone with an active lifestyle can experience the winning difference of TRISWIM for healthy hair and body.

The TRISWIM Shampoo with a light citrus scent contains five sequestering agents that bind themselves to chlorine, copper deposits and other harmful elements that build up on hair allowing them to be safely rinsed away. It also provides nourishing organic aloe vera, vitamins A, E and provitamin B5 to deeply penetrate the hair shaft with richly hydrating properties. The TRISWIM Conditioner, in a light pineapple/citrus scent enriches hair's natural moisture for a silky smooth finish. The TRISWIM Body Wash, in a light orange/Japanese yuzu scent, eliminates harmful pollutants that clog skin pores as it deeply moisturizes it. The TRISWIM Body Lotion then seals in vital moisture with added botanical ingredients, protecting skin from damaging environmental stress and leaving it velvety supple.

Formulated in world renowned labs using the most advanced scientific research in the very nature of hair and skin, TRISWIM is the next generation in beauty products, focusing on the needs of women and men under the hectic conditions of modern lifestyles that involve working out, biking, hiking and other outdoor activities, beach or resort holidays and just everyday exposure to harmful chemicals. TRISWIM is packaged in travel friendly 2oz "shots" from \$3.99, convenient regular 8oz sized individual tubes from \$10.99-\$13.65, 64oz bottles with pump \$65.94-81.88, and a 4-pack set of the 2oz "shots" for \$15.99 at retail. Paraben free and animal cruelty free, TRISWIM is available in over 650 beauty outlets and specialty stores nationwide as well as some 100 plus stores in Canada, the UK, Ireland, France, Spain, Germany, Italy, Sweden, Poland, Norway and South Africa.

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