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## **Breaking the Laws of Gravity: Eufora's Daily Balance Conditions Fine Hair While Adding Weightless Body**

**Carlsbad, CA (December 2007)** – Women with fine, thin or lifeless hair often face the challenge of finding the right equilibrium between conditioner and volumizer, usually with the end result being too limp or too dry. Eufora's people, planet and color-friendly Daily Balance Conditioner has found the answer in Mother Nature. By combining the reparative properties of certified organic Aloe Vera Gel with the perfect blend of the highest grade botanical extracts such as Lemon and Passion Flower for a natural protein system, this zero weight conditioner boosts body, increases manageability, and heals and strengthens the hair shaft while adding shine.

Perfect for those with normal, thin or fine hair who require moisture without weight, Daily Balance is light enough to use as a leave-in conditioner and detangler. Aloe provides important nutrients, essential amino acids, moisture and legendary rejuvenation benefits necessary for optimum scalp and hair health. Recent studies discovered Aloe Vera encouraged skin cell growth 40% faster than products without it and acts as an outstanding carrier for Vitamins C, D and E by transferring the vitamins to cells faster and binding them longer to ensure maximum benefits. Daily Balance also utilizes:

- **Lemon & Passion Flower Extract:** A special blend that works as Eufora's protein delivery system.
- **Botanical Extracts of Chamomile, Henna, Nettle, Horsetail:** Proven benefits in creating healthy hair and scalp.
- **Soy, Wheat and Human Hair Keratin Proteins:** Specially blended to strengthen and repair the hair shaft add fullness, body and shine.
- **Pure Essential Oils and Extracts:** Blended to create an Aromatherapy Experience.

Suggested Retail Price - \$28.95. To locate a salon retailer, visit [www.eufora.net](http://www.eufora.net) or call 1.800.638.3672.

**About Eufora:** Since launching in 1997, Eufora has utilized advanced technology to protect, preserve and promote the health of color treated and chemically serviced hair. Eufora is the **only** salon professional product line to provide the legendary healing benefits of certified organic Aloe Vera Gel, which is the base for all formulations, in an optimum quality concentration. The unique blends utilize the most advanced botanical, vitamin and non-carcinogenic ingredients available with scientifically proven benefits to the hair, scalp and skin, as well as pure essential oils to fragrance all products for an aromatherapy experience. Eufora products are developed with the highest integrity to be both people and planet-friendly.

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