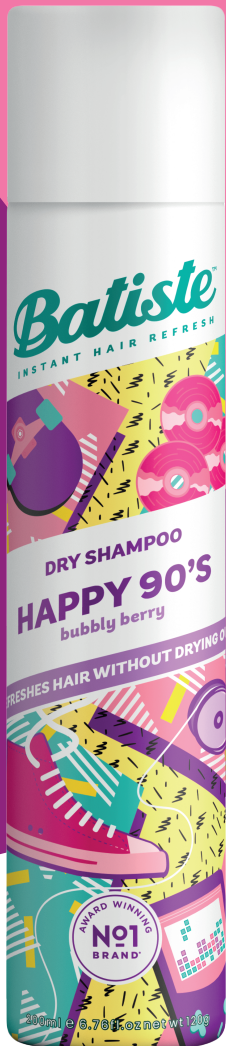


EXPRESS



YOURSELF

Batiste
INSTANT HAIR REFRESH

WITH BATISTE DRY SHAMPOO LIMITED EDITION LAUNCHES

It's time to bring the most loved and tested trends of 2021 into your daily haircare routine with Batiste's new **Limited Edition Dry Shampoos** – Star Kissed, Radiance, Self Love and Happy 90's.

Each Limited-Edition Dry Shampoo has been designed to bring to life the social media trends we can't get enough of. Whether it's astrology Tik Toks, hair tutorials inspired by the 90s or inspiring self-love on Instagram, unbound creativity and self-expression have been more in-vogue than ever before. So, pick your favourite Limited Editions can and snap a picture to show us who you are and what you love! When you do, make sure to tag [@batiste_hair](#).

With fragrances ranging from tropical mango to comforting berries and fresh ozonics, the four Batiste Limited Edition Dry Shampoos have something to suit every unique preference; all the while ensuring your hair smells and looks beautiful, whilst removing excess oil and refreshing it between washes. With recent updates to its scent formula, Batiste Dry Shampoo fragrance now adheres better to hair to alleviate tell-tale signs of unclean hair and refresh your locks on demand; maximising your style whenever needed. A burst from this can of (hair) magic provides instant confidence, giving you the power to be your fabulous self and inspire the world.

For samples or high res images, please contact Batiste at Capsule Comms on batiste@capsulecomms.com or call 0207 580 4312. [@batiste_hair](#) [@Capsulecomms](#)



Star Kissed – Boots £3.25

Unlock the enthralling world of astrology with Batiste Star Kissed! No matter your zodiac sign, horoscopes and star gazing have become a fun escape from everyday chaos; allowing us to seek guidance from the cosmos. Featuring dreamy ozonic and floral scents, Batiste Star Kissed makes your haircare routine an other-worldly experience.



Radiance - Superdrug, £3.25

Bright colours have truly captivated the world of social media as we celebrate our newfound freedoms; inspiring a rainbow of eye-catching beauty and fashion looks. Bold and vibrant, Radiance features uplifting and refreshing notes of melon and apple, beautifully blended with sophisticated florals.



Self Love – Boots and Superdrug, £3.25

Self Love is a true recognition of the role self-love plays in our mental well-being. Now more than ever is the time to show kindness towards ourselves, celebrating who we are and embracing our hair as our own unique crown. Featuring a comforting berry and vanilla scent, Self Love is the perfect companion for transforming your haircare routine into a blissful self-care ritual.



Happy 90s – Superdrug, RRP £3.25

The 90s are back with a bang, inspiring pop culture with its nostalgic throwback trends: think space buns, butterfly hair clips and tube tops. Happy 90s is a blast from the past that transports you to simpler times thanks to juicy notes of kiwi, exotic dragon fruit and sheer florals.

HOW TO USE IT

Shake for a few seconds to wake the magic

Section hair and spray towards your roots (from 30cm to be exact)

Tumble around with your fingertips and add a little head massage to ensure roots are covered

Brush lightly to remove excess residue. You're ready for the world

DID YOU KNOW?

Batiste sells over two cans every second globally

240,000 cans are made daily in the UK

86% of consumers agree Batiste removes grease and oil from their hair effectively