Revolutionary new British natural hair range launches in the UK

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- Breakthrough hair care brand – Swell Hair – launches with new three-step system to bring volume and health to fine, limp and thinning hair
- Products are available to buy via its online shop www.swellhair.co.uk/shop
- Launch discounts available via Swell VIP community on Facebook https://www.facebook.com/swellhairuk
- Swell VIP members – now over 2,000 - are already guiding the brand's future decisions. The first 500 had the chance to try the products before launch

London – January 17, 2013 – Flat and lifeless hair should be a thing of the past thanks to the launch today of Swell, a new breakthrough natural hair care brand that brings real volume to fine, limp or thinning hair. Swell's three-step system of Advanced Volumizing Shampoo, Advanced Volumizing Conditioner and Root Nutrient Complex Spray is like a beauty and health treatment for hair that lacks volume. The products are now available for purchase via Swell's Online Shop.

Swell is different to other hair care brands because it wants to be guided by consumers and has set up the Swell VIP community on Facebook to receive advice on a regular basis. Swell VIP has gathered over 2,000 members already and the first 500 were given the opportunity to try the products and provide feedback before launch. Since then VIP members have been actively engaging with Swell, providing invaluable feedback and sharing their thoughts about the range – including new product development.

Swell. No compromises – Natural BUT very effective
Swell, the brainchild of a homeopath, Jonathan Stallick and a hairstylist to the stars, Andrew Bidwell, is a breakthrough brand in the hair sector because it works on both the hair and the follicles that create hair. Swell delivers immediate volume, improved hair growth and less fall out. Swell's root nutrient complex, a blend of 18 natural ingredients, creates stronger, thicker and healthier hair with a natural shine.

Swell uses a minimum 97% naturally sourced ingredients, without silicones, parabens or other chemical nasties, delivering glamour with goodness.

The three products in the Swell range are:

1) **Advanced Volumizing Shampoo** (250 ml) at £23 – The shampoo has an elegant champagne colour and a delicious signature aroma from pure essential oils. It is double concentrated – making it very economical - and each bottle should last between one and two months depending on the amount of hair. Its powerful and colour-safe treatment leaves the hair squeaky clean and starts the volumizing and conditioning process.

2) **Advanced Volumizing Conditioner** (250ml) at £26 - The conditioner is nourishing, leaves no residue (no silicones in Swell) and delivers intense moisturising superior volume and a luxuriant gloss. Its natural ingredients include anti-static and detangling agents to increase combability and blow dries that hold.

3) **Root Nutrient Complex Spray** (100ml) at £30 – This is the vital third Step: a unique blend of eighteen active botanical extracts that creates superior volume all day long. The root spray feeds the roots to produce healthier, stronger hair. The root spray also assists styling, volume and hold between washes.

Each product is fitted with an easy to use pump applicator to deliver exactly the right amount of product for each hair type. This makes the products very economical and the effects tailored to each individual. Unlike other brands that encourage people to use more of the product to drive sales, Swell provides clear instructions to help consumers use just the right amount to deliver beautiful and healthy hair with genuine volume.

Special VIP benefits
Every month Swell will be giving its Swell VIPs the special inside track on what Swell is planning and will update them about how their advice is shaping what Swell will do next. All VIPs will also have an exclusive access to promotions, experiences, information and prizes. The January promotion (ending 31st January) includes a special VIP discount code to buy the products from the Swell online shop. All

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orders over £45 are post and packing free. With this discount the shampoo is only £14.95 (normally £23); conditioner £16.90 (normally £26) and the root nutrient spray £19.50 (normally £30). There is no limit to the number of times this code can be used or to the amount of product that can be purchased.

Brilliant! Like a blow dry in a bottle!
Swell VIP members, who had the chance to sample Swell before the rest of the world are already loving the products and recognising the benefits of using Swell treatment – such as additional volume and hold, instant detangling, long lasting effects or a perfect blow dry. “Brilliant! Like a blow dry in a bottle!” said Lauren Amy.

Mary Ellis, another VIP member said: “First thing the smell - divine! Secondly the conditioner, I usually have to use loads as I have curly/frizzy hair, such a small amount, and combed through my hair easily. My hair, looks, feels and smells fab and lasts longer. I don’t need to wash and style my hair again the next day which is amazing. Can’t recommend enough, looking forward to seeing how my hair is after using for a while. It really is SWELL!”

It’s also proving ideal for active sports people according to Joyce Martindale, who said: “I’ve found the Swell range really great – especially after sport. I used it several days after wearing a cycling helmet all day so its coped with hair that’s been a) wet and dried in a tangle in the wind, and b) sweaty then dried hard in the wind and sun. Normally either of those two scenarios means that however much conditioner I apply it is exceedingly painful and tedious to try and gently comb the knots out of my hair afterwards, especially the hair at the nape of my neck. The Swell products were astonishing as this whole combing process was quick and pain free – not to mention significantly less hair got pulled out and left on the comb. And my hair looked fabulous without me having to do anything to it. Result!”

“Since we launched our Swell VIP community on Facebook we’ve been overwhelmed by the positive response from its members, said Jonathan Stallick, Swell co-founder and professional homeopath. “Women love the fact that Swell is natural but above all that it is very effective. With Swell they can enjoy immediate volume and stronger, healthier hair with the peace of mind that comes with using a genuinely natural product. And, from our trials of the Swell system, we know that the longer customers use Swell, the better the results.”

Andrew Bidwell, co-founder and celebrity hair stylist said: “I’ve been testing the Swell products on some of my clients over the last eight months and I can safely say I have never seen such effective products in all my years as a stylist. I’m delighted as much by the psychological lift Swell has given people who have used it as much as I am by the health and volume it has added to their hair.”

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About Swell™
Swell is a breakthrough three-step hair care solution that brings volume and health to fine, limp and thinning hair from root to tip. Its formula is sourced from a selection of a minimum of 97% of only the finest and richest natural ingredients. It is the hair care brand that delivers immediate and sustained results, leaving the hair feeling nourished, beautiful and lustrous with a luxurious texture and natural aroma from its pure essential oils. Swell delivers with no compromises and is defined as glamour with goodness. It is natural and effective- making the hair more manageable and delivering increased volume.

Become a Swell VIP for free samples, discounts and prizes by downloading our VIP app at our Facebook page – www.facebook.com/swellhairuk

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