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MEDIA RELEASE

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Affinage Professional Launches Vegan Cleanse & Care Retail Collection

A new decade calls for a new retail collection from Affinage Professional that meets the needs of the modern salon.

Designed for stylists and desired by clients, the Cleanse & Care Collection features natural Australian extracts, a UV filter to prevent sun damage and absolutely no nasties. Endorsed by PETA as part of their Beauty Without Bunnies program, the products are vegan, cruelty free, paraben free, sulfate free and colour safe.

To celebrate the launch, the company partnered with ethical Australian fashion brand Tree of Life on their campaign shoot.

“We’ve created this collection as a reflection of the values we uphold and the standards we know professional stylists expect,” said Affinage Professional CEO & Founder, Richard Jolly. “Tree of Life were a natural choice to work with on this campaign. We’ve always been a cruelty free company and are thrilled to expand on this commitment with our vegan retail collection.”

As the perfect partner to Affinage Professional’s Infiniti, Essential Blends, Pop Art and Styling collections, these salon quality products care for all hair types. Each smooth and creamy formulation helps restore optimum hair condition for extended colour radiance and effortless hairstyling. Kakadu Plum is the key ingredient throughout the range, protecting hair against oxidative stress caused by free radicals.

“We’re listening to the current and next generations of hairstylists to find out what matters to them and their clients,” Jolly continued. “Our Cleanse & Care Collection needed to deliver high performance for professionals, provide a luxurious experience for salon customers, stand out as part of a beautiful retail display and be easy to sell after the service.”

A closer look at each product highlights just how well the collection caters for normal, dry and coloured hair. Hydrating delivers essential moisture, Purifying removes product build up, Sensitive is a fragrance free formula with anti-inflammatory properties and Blonde offers superior toning of unwanted brassy and gold hues.

“As one of our signature retail ranges, the Cleanse & Care Collection packaging needed to fit with the modern aesthetic of our Styling Collection but still retain its own identity. The organic design evokes the botanical ingredients of the range in an elegant way.”

Premium hair treatments also play a big part in the collection. Miracle Repair Mask and Miracle Leave In Balm already have a cult following due to their ability to quickly nourish dry and damaged hair, smooth frizz and add shine. The same can be said for 24/7 Heaven Cuticle Sealer which provides long lasting hydration and thermal protection for soft and silky hair.

“Our goal was to create a timeless collection of products that would outlast the trends and we’re so excited to share the results.”