

September 14, 2009

## **SUN-KISSED HOLIDAY HAIR ALL YEAR ROUND**

Filed in Beauty/Fashion on September 14, 2009

### **THE JOHN FRIEDA® HAIR CARE PROFESSIONALS UNVEIL GO BLONDER - A PIONEERING INNOVATION IN HAIRCARE THAT GRADUALLY LIGHTENS BLONDE HAIR**

Everyone loves that post-holiday look we show off when returning from vacation... tanned and glowing skin, naturally sun-kissed, lighter blonde hair, strong and buffed nails - its one of the times we feel at our most confident, beautiful and relaxed. Imagine if you could bottle that feeling and experience a holiday glow all year round...

Thanks to the John Frieda® hair care professionals, blondes - colour treated and natural - can now re-create that holiday hair sparkle and achieve a natural-looking sun-kissed blonde whatever the time of year... NEW John Frieda® Sheer Blonde® go blonder products are a truly pioneering hair care innovation that gradually lightens blonde hair to reveal a natural-looking lighter blonde colour. The ground-breaking, first-to-market go blonder shampoo and conditioning system contains a lightening complex of citrus and chamomile to enable blondes to gradually achieve a subtle all-over lightening effect for shimmering, natural-looking colour.

78% of blondes identify shade-related problems as one of their key hair 'issues'. It's this key insight, together with feedback from salon professionals, which led to the development of go blonder - two new prescriptive and tailored products that will transform the way blondes regard their colour. The John Frieda® Sheer Blonde® go blonder products allow all blondes to brighten and refresh their shade or simply lighten their hair by a shade or two - gradually and safely.

John Frieda® Sheer Blonde® go blonder Lightening Shampoo: RRP EUR8.49 for 250ml

John Frieda® Sheer Blonde® go blonder Lightening Conditioner: RRP EUR8.49 for 250ml

+ these celebrities do not endorse John Frieda products

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To receive salon advice and your own tailored, prescriptive haircare solution log on to [www.johnfrieda.co.uk](http://www.johnfrieda.co.uk)