



Green Cross International Teams up with Pureology Serious Colour Care®

Geneva, 1 Sept 2009 – Pureology Serious Colour Care, a leading professional hair care brand of L'Oréal USA, has formed a global partnership with Green Cross International in a pioneering venture to help encourage salon professionals to support sustainable practices and projects. Founded in 1993 by President Mikhail Gorbachev, Green Cross International's mission is to help face some of the world's most critical environmental challenges.

"This is an interesting opportunity in many ways," said Alexander Likhotal, President and CEO of Green Cross International. "Not only do we have the commitment of an important industry, we are also reaching out to thousands via the services sector. The salon professionals hold the power to catalyze public opinion. We look forward to working with Pureology via their extensive network of salon professionals."

"Pureology's core values have led us to embrace sustainability as demonstrated by our environmental and eco-friendly practices," observed Nathalie Tang, Vice President and General Manager of Pureology worldwide. "As part of our global commitment to the environment, we are proud to support the work of Green Cross International. We are determined to encourage salon professionals to take proactive steps to help foster a sustainable future starting with their salon."

Pureology plans to introduce a series of initiatives to the salon professional community, including PureGreen Membership drives. The membership initiative is a two-tiered program that will allow any person and salon that applies eco-friendly practices to become PureGreen Individual Member or PureGreen Eco-Conscious Salon Member. "This is a dynamic first step of our collaboration," said Sam Chew, Assistant Vice President of Pureology worldwide. "Our extensive network of salon professionals can influence and change people's mindset towards greater respect for our environment."

Membership costs for individuals and salons are 50€ and 100€ respectively. All the proceeds from the drives will be donated to Green Cross International to support their sustainability efforts. For media persons interested in becoming PureGreen Members, the Pureology sponsorship programme can be contacted through press@pureology-usa.com

In addition to helping generate awareness of Green Cross International projects, Pureology also plans to garner support for select initiatives, especially those relating to the conservation of water, a resource that salon professionals make use of.

About Green Cross International

Green Cross International, founded by President Mikhail Gorbachev in 1993, is a nonprofit organization that addresses the inter-connected global challenges of security, poverty eradication and environmental degradation. With their headquarters located in Geneva, Green Cross International is present in thirty-one (31) countries throughout the world and continues to expand its network. To learn more about Green Cross International, please visit www.gci.ch

About Pureology Serious Colour Care®

Pureology is a professional hair care brand in North America. The brand emerged as the authority in professional colour care in 2001 in Irvine, California. It was launched internationally in 1Q 2009 with 100% Vegan formulas and packaging comprised of up to 25% post-consumer recycled plastics. Continuing their commitment to the wellbeing of the environment, Pureology is proud to partner with Green Cross International to help foster a more sustainable future. To learn more about Pureology, please visit www.pureology.com

Please note: Pureology will also be releasing this information in New York today.

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