

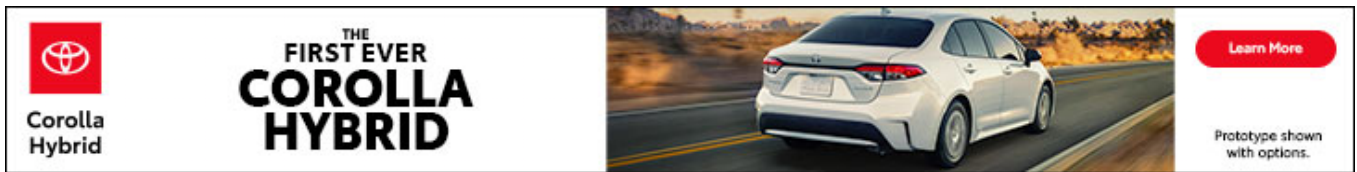


SHEAMOISTURE HAS THE PERFECT PRODUCTS TO HELP YOU FLOURISH THIS SUMMER

By Brianna Rhodes

Photo: SheaMoisture

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Summer is officially on it's way, and we all know what that means! Now it's time to break out your skin-baring sundresses and easy natural hairstyles. If you're searching for a beauty brand to help you look and feel your best from head to toe, SheaMoisture has just the right products for you. Whether you need products to hydrate your natural curls or balance blemish-prone skin, SheaMoisture's 100% Virgin Coconut Oil and African Black Soap collections are the best options to get you up to par this season! Check out a few reasons why you should add SheaMoisture products to your beauty routine below!



Photo: SheaMoisture

SheaMoisture's 100% Virgin Coconut Oil Collection is a must-have this summer! The combination of cold-pressed virgin coconut oil blended with other natural and organic ingredients offers the perfect concoction for amazing hair and skin products. No matter what products you use, the items are guaranteed to provide the right amount of hydration and nourishment to get you ready for all of your summer looks! You'll be doing yourself a favor when you try these products. Each one leaves a light, fresh coconut scent that will transport you to a tropical paradise!



Photo: SheaMoisture

Do you love using black soap on your body? SheaMoisture has you covered with its **African Black Soap Collection** to cater to those who have issues with blemish-prone skin and a dry, itchy scalp. No one wants scalp or skin issues to get in the way of flourishing this summer! The brand's traditional African Black Soap combined with other natural and organic ingredients will cleanse, treat and soothe skin and scalp conditions. From the collection's bar soap to its shampoo, SheaMoisture offers the perfect products to help achieve the glowing skin and hair you need to live your best life this summer!

1. NATURAL AND NON-HARMFUL INGREDIENTS

Using natural ingredients is the healthiest way to cure beauty issues. SheaMoisture takes pride in formulating the best concoctions with natural and certified organic ingredients to provide safe, uncompromising beauty for everyone! The recipes in SheaMoisture's products have been handed down through many generations and are free of ingredients such as parabens, sulfates, mineral oil and petroleum. Everyone loves healthy and safe beauty remedies!


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Photo: SheaMoisture

We already know the magical capabilities of coconut oil. The 100% Coconut Oil Collection has products infused with different parts of the coconut such as virgin coconut oil and coconut milk. With Acacia Senegal and raw shea butter added to the mix, you can't go wrong! Your hair and body are guaranteed to receive the moisture it deserves this summer.

ABS_SKIN_AD_Print.jpg

Photo: SheaMoisture

African Black Soap is a wonderful ingredient known to improve several different skin conditions, so it's so great to know that SheaMoisture has a black soap collection for us! The collection has all of the traditional ingredients of African Black Soap such as palm ash, tamarind extract and plantain peel. It's blended with additional natural ingredients such as tea tree oil, aloe and oats that will help balance, treat and soothe skin and scalp conditions. Every product in the collection is the perfect cure to help us maintain glowing and moisturized skin and hair this season!

2. OFFERS PRODUCTS FOR EVERY HAIR TYPE

SheaMoisture is all about inclusion, and the company has products for every hair type so no customer is left out! With every collection, the brand has the perfect products to clean, moisturize and style any hair texture.





Photo: SheaMoisture

100% Virgin Coconut Oil Leave-In Treatment is amazing for the hair! If you need a lightweight product that you can use on the go, this leave-in treatment is perfect for you. It smooths and controls frizz without weighing your hair down. This milky leave-in treatment will leave your hair so soft and manageable. It is also guaranteed to leave your hair with a fresh coconut scent! Who wouldn't love that?

100% Virgin Coconut Oil Daily Hydration Shampoo will give your hair the life that it deserves! The sulfate-free shampoo provides the proper cleanse and nourishment it needs to thrive in the sun! This shampoo formula combines coconut and shea oils, coconut milk and Acacia Senegal, and it will leave your hair wrapped in a light coastal coconut breeze.

African Black Soap Deep Cleansing Shampoo is the perfect remedy to help alleviate dry, itchy scalp! The traditional African Black Soap used in the shampoo is combined with tea tree oil and willow bark extract that'll help you get rid of buildup on the scalp without stripping the hair. The shampoo lathers very well and leaves the hair with the most enhanced shine you can imagine!

3. TAKES CARE OF YOUR BATH AND BODY NEEDS

SheaMoisture also has great items to use for bath and body! The brand has everything you need to live your best life.

Their body washes, body oils and scrubs leave your entire body feeling hydrated and fresh. You'll be excited about popping out with any summer style.

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Photo: SheaMoisture

100% Virgin Coconut Oil Daily Hydration Body Wash contains a mix of coconut oil, coconut milk, organic raw shea butter and Acacia Senegal. It has the perfect ingredients to leave you with a magical coconut scent! It is guaranteed to leave the skin nourished and soft whether you're taking a shower or a spa bath. There's never a better time to smell like coconuts than in the summer!

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Photo: SheaMoisture

African Black Soap is made with a perfectly formulated mixture of palm ash, tamarind extract, tar and plantain peel to help moisturize and soften the skin. This long-lived remedy has been used for centuries to treat troublesome skin conditions such as blemishes and oily skin. It's the perfect go-to item to help your skin thrive this season!

4. TREATS BLEMISH-PRONE SKIN

No one likes dealing with skin issues, especially when the temperature and sun forces you to show some skin! SheaMoisture has you covered with face masks, moisturizers and facial cleansers to clarify, balance and hydrate the skin to help you tackle the harsh effects of the heat and sun!

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Photo: SheaMoisture

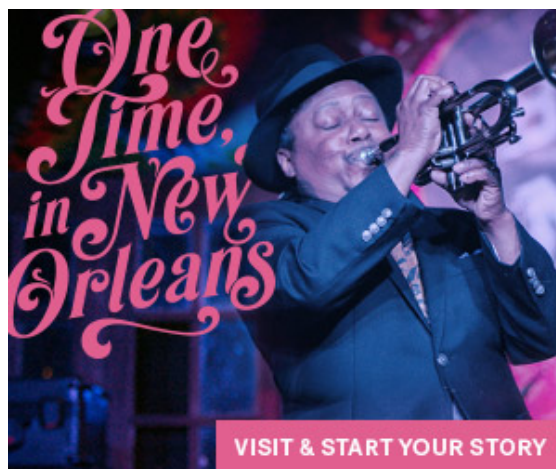
The African Black Soap Clarifying Mud Mask is the perfect product to use at night. Applying the mask on your face is very easy, especially since it immediately starts to work once it's applied. The mask stands out from others as it doesn't completely dry. That's because of the nourishing organic shea butter in the product, which softens skin while the African Black Soap draws out impurities. After only 10 minutes, the mud mask does its job by revealing clarified, balanced and refreshed skin. If that doesn't make you want to go out and buy the mud mask, we don't know what will!

The wondrous products from SheaMoisture's collection are guaranteed to have your skin and body glowing and flourishing this summer! The season is all about popping out and living your best life, and your skin and hair should be a part of that experience, too! From leave-in treatments to body washes, SheaMoisture has it all.

Ready to add these awesome products to your summer beauty stash? Check out SheaMoisture's website at SheaMoisture.com. We promise you won't be disappointed!



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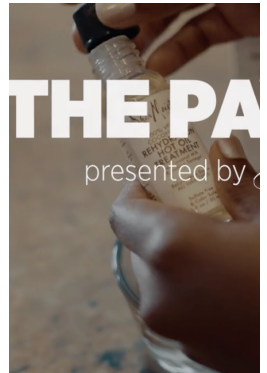
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The graphic features a purple background with a photograph of two smiling women. The text 'COME AS YOU ART' is written in large, white, bold letters with a rainbow-colored underline. Below it is a yellow button with the text 'JOIN IN' and the hashtag '#projectpurplelight'. In the top right corner, the 'BAREFOOT.' logo is displayed with the tagline 'project purple light' in a smaller font.