

# The Body Shop and Dia Mirza Unveil Rainforest Coconut Hair Oil



The Body Shop, an iconic retailer of cosmetics and toiletries today unveiled '**Rainforest Coconut Hair Oil**' endorsed by brand ambassador and actress, Dia Mirza, in Mumbai.

The stunning actress came to launch The Body Shop Rainforest Coconut Hair oil exclusively made for the Indian market. Packed with natural conditioning blend of coconut oil and Pracaxi oil, this hair oil intensively nourishes and transforms your mane into soft, strong, and shiny locks with a healthy scalp.

Dia also inaugurated the new store format of The Body Shop called '**Pulse**'. The experiential store will highlight the radical products in a revamped form with attractive and stylish packaging. This is the first Pulse store in Mumbai.

Talking to the media on the occasion of the launch, **The Body Shop Brand Ambassador, Dia Mirza** said, *"It's been more than a year of a fabulous alliance with The Body Shop. It's always wonderful and inspiring to associate with the brand to introduce unique products. I'm extremely excited about the launch of new Rainforest Coconut Hair Oil since this product is made keeping in mind the Indian audience and is a perfect solution to all hair problems. Also the new Pulse store format is an exciting and exceptio*

*nal concept which surely will be appreciated by the customers."*

The Body Shop Rainforest Coconut Hair Oil is a treat of Cocolicious Goodness!

Rainforest Coconut Hair Oil is packed with a **natural conditioning blend of coconut oil and Pracaxi oil** which intensively nourishes and transforms your mane into the soft, strong, and shiny locks with a healthy scalp.

Unlike other forms of oil, **coconut oil is bursting with nutrients and vitamins** such as lauric acid and vitamin E that nourish and condition your hair to promote shine. Our coconut oil is ethically sourced from our Community Fair Trade partner in the **tropical paradise of Samoa** located in the South Pacific Ocean.

Thanks to **two centuries of experience**, the Samoans have extensive knowledge and expertise in extracting pure, natural, unadulterated coconut oil of the highest quality. So you can indulge in the Rainforest Coconut Hair Oil with a clear conscience, knowing your hair is not only benefitting from the highest quality ingredients but your purchase is also

Rainforest Coconut Hair Oil is an ultimate hair nourishment solution which effortlessly melts into your hair. It is multi-purpose and great for:

- Overnight leave-in
- Pre-wash treatment
- Scalp massage



