

Shampowder Hair Powder from Buttercream Cosmetics Meets the Demands of the Tightly-Scheduled Individual

Get a fresh-from the shower look in seconds with Shampowder Hair Powder

For Immediate Release

LOS ANGELES/EWORLDWIRE/Nov. 2, 2007 --- Buttercream Cosmetics Inc., a Southern California-based cosmetic and beauty company, launches its product Shampowder, a pigmented hair powder designed to refresh hair between washings - because there isn't always time for a shower, but there is always time for Shampowder. The vanilla-scented powder comes in two shades for dark and light hair, and blends beautifully into an array of hair colors. The all-in-one applicator features a short firm brush to deliver the perfect amount of product exactly where needed. Shampowder will refresh, volumize and deodorize. Shampowder pigmented hair powder allows users to have freedom between hair washings.

The story of how Shampowder came to be is a classic tale of necessity being the mother of invention. Jayne Polan, creator of Shampowder, was working in television production and found it difficult to keep her hair looking its best under a demanding, tight schedule. By taking the advice of her hair stylist, she began to wash her hair less and use baby powder between washings. The powder helped to absorb the oils - but the application created a mess. Polan decided to develop her own hair powder formulation. Two years and many modifications later, Shampowder was born.

Buttercream Cosmetics Inc. now launches Shampowder, a unique formula that revives hair by absorbing oil and adding volume and bounce, without a mess or fuss.

When there's no time to spare to wash hair ... Shampowder.

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SOURCE: Buttercream Cosmetics