

Talc-free Shampowder On-The-Go Hair Refresher from Buttercream Cosmetics Shines at Target dot com

The popular dry shampoo Shampowder is available for worldwide customers at Target.com

For Immediate Release

LOS ANGELES/EWORLDWIRE/Sep. 1, 2009 --- Women on-the-go can pick up a quick hair refresher online developed by Buttercream Cosmetics Inc. ('<http://www.buttercreamcosmetics.com>'), a Southern California-based cosmetic and beauty company, at Target.com for \$15.99.

Shampowder from Buttercream Costmetics is a vanilla-scented, pigmented dry shampoo which refreshes hair between washings by absorbing oil and pollutants that weigh down tired hair.

"The talc-free version is a proprietary mixture of pigments and minerals that work as well, if not better, than the original formulation," Jayne Polan, creator of Shampowder, said. "We spent a great deal of time perfecting the talc-free formula for our loyal customers so that we did not sacrifice quality at all; I am very excited about the result. Target is an exceptional retailer known for quality and value, and Shampowder is a perfect fit for the hip Target shopper. "

Three shades of Shampowder are available for brunette/red, blonde and black hair, and it blends beautifully into all hair colors. The all-in-one applicator features a short firm brush to deliver the perfect amount of product exactly where needed. Shampowder pigmented dry shampoo allows users to have freedom between hair washings.

Shampowder was recently chosen as editors choice in the July 2009 issue of Shape Magazine, was featured on The Today Show, has been highlighted in Us Weekly, InTouch Weekly, OK Weekly, InStyle Beauty Germany, Family Circle, Good Housekeeping, Page Six (NY Post), Teen Magazine, The Knot Magazine, Pregnancy & Newborn and All You Magazine. Shampowder has been featured on QVC twice and creator, Jayne Polan, appeared on Fox Business Network's show, Happy Hour.

Shampowder was designed for women on-the-go as a quick hair refresher. Baby powder in the hair has long been a celebrity secret. Shampowder will refresh, volumize and deodorize, with special minerals and pigments designed specifically for hair. Launched in November of 2006, women are quickly catching on to the benefits of Shampowder. The partnership with Target.com will give customers around the world quick, familiar and reliable access to Shampowder.

Learn more about "When there's no time to spare to wash hair ... Shampowder" by visiting ButtercreamCosmetics.com ('<http://www.buttercreamcosmetics.com>').

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SOURCE: Buttercream Cosmetics Inc.