



**FOR IMMEDIATE RELEASE:**

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## **Try Customized Shampoos!**

### **Shampoos & Conditioners By JOE Grooming Add Variety To Your Shower Routine**

**McLean VA** When it comes to shampoo and conditioners, men need versatility too! The experts at JOE Grooming know that when it comes to men's grooming, the key to achieving your ultimate hairstyle is to begin your treatments at the root of the problem or the scalp. Selecting the best professional shampoo and conditioner for you, is an important step that is often overlooked. Most of the time, you will find yourself reaching for whatever is available. However in doing so, your hair may never look its best or reach its full potential.

Steve Duross, Director of Product Development and Education for JOE Grooming advises how to select the best shampoo for your hair type and hairstyling needs. He shares, "The difference between traditional shampoo and a shampoo specifically formulated for men is huge. Most shampoos on your local salon shelves or retail store are formulated with women in mind. They may make your hair softer and silkier, while they moisturize or volumize. What many men do not realize is that these shampoos are often formulated for someone with hair longer than 6 inches from the scalp. This is why we rarely see a shampoo commercial or advertisement featuring a woman with short hair. The vast majority of shampoo formulations do not deal with scalp issues such as DHT or exfoliation. This is where specific male formulations come into play. By utilizing special natural and organic ingredients blended with essential oils, we have created three distinct professional quality shampoo formulas at JOE Grooming that will help exfoliate your scalp while gently cleansing your hair. In creating our special men's conditioner treatment formula, we chose to create a weightless toning product. When used together daily, they form a complete haircare system to help you achieve optimal health for your scalp as well as the longevity for your hair."

**JOE Daily Shampoo:** The JOE Daily Shampoo is formulated for normal to oily hair. It employs mild surfactants to safely cleanse and gently exfoliate, while apple cider vinegar acts as a PH balancing toner. This is a simple and effective way to achieve optimum results.

**JOE Thickening Shampoo:** For fine and thinning hair, the JOE Thickening Shampoo utilizes organic barley and hops. Similar to the Daily Shampoo formula, the addition of these natural sugars fills your hair cuticle while increasing the thickness and texture of your hair. The best part of this special formula is that unlike most thickening and volumizing shampoos, it won't make your hair dry or brittle.

**JOE Sensitive Shampoo:** This highly effective treatment is formulated for sensitive or problem scalps. It contains no sulfates that often irritate sensitive scalps. The JOE Sensitive Shampoo contains coconut oils that gently cleanse your hair follicles. Though the lather will be much smaller; if you have a tender scalp that is prone to irritation, a formula like this is a great option to create perfect scalp health. This shampoo is also haircolor safe.

**JOE Daily Conditioner:** JOE Daily Conditioner adds a new healthy shine, while it strengthens your hair shaft without making the hair flat or fly away. This special conditioner helps to tone your scalp and most particularly the hair follicle, all while stimulating circulation which in turn promotes healthy new hair growth.

Until recently, no one has been talking about the health of a man's scalp. Information from dandruff advertisements can be misleading, so it is important to stay informed on benefits of professionally customized shampoos and conditioners.

**Men Need To "Keep It Simple!"** Since 2002, JOE Grooming has been dedicated to producing the finest natural personal grooming products for men, complete with professional quality hair, skin and body care product regimens. The core objective at JOE Grooming has always been dedicated to understanding and serving the special needs of men through the professional salon industry. By lowering surfactant levels in their shampoos, adding soothing, moisturizing extracts to both cleansing and hairstyling products with essential oils rather than with synthetic fragrances, JOE Grooming has become one of the fastest growing natural and organic based men's product lines found in many top barber shops, salons and day spas while also now being directly available to you online.

For more information on JOE Grooming ONE or any other JOE Grooming Products, call 888-MORE-JOE, 703-847-1880, email [info@JOEGrooming.com](mailto:info@JOEGrooming.com) or visit [www.JOEGrooming.com](http://www.JOEGrooming.com).

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