

FOR IMMEDIATE RELEASE



**BATISTE DRY SHAMPOO SPONSORS CHARLOTTE RONSON
FALL/WINTER 2014 SHOW AT MERCEDES-BENZ FASHION WEEK**

(February 11, 2014 – New York, NY) - The iconic British brand, **Batiste** Dry Shampoo, has joined New York Fashion Week as the official hair care sponsor of the Charlotte Ronson Fall / Winter 2014 Show during Mercedes-Benz Fashion Week in New York City.

The show was held on Friday, February 7th at THE HUB at The Hudson Hotel where Batiste Cherry was used backstage by the extremely talented styling team headed by Lead Stylist Stephanie Hayes.

Completing each model's look were stunning fashions from the new collection inspired by the poppy flower and baroque florals highlighting vivid colors such as ribbon red and rumba red as well as jet black. The must-have fashion from the show was the poppy printed velvet scallop dress, which was a huge crowd pleaser!

Cherry, a fun fragrance bursting with a rich cherry scent that livens up your locks and looks fabulous on your dresser, was featured backstage at the show. And for those special guests who attended the show, Church & Dwight UK Limited, the maker of Batiste Dry Shampoo, provided an exclusive VIP gift bag so attendees can enjoy Batiste Cherry at home!

Batiste Dry Shampoo is specially formulated to banish away oily roots and revitalize dull, lifeless hair. Simply spray Batiste lightly onto your hair, massage in thoroughly with your fingertips and then brush it out. The special Batiste formula absorbs dirt, grease, and product build up while giving lifeless hair a quick boost in just a few short minutes. It's perfect for those last minute touch ups backstage!

Charlotte Ronson, known for her impeccable style and trendsetting designs, has become one of the most sought after American womenswear designers and her runway shows are a must-see event during New York Fashion Week.

To see the first exclusive look at Batiste Dry Shampoo backstage along with the fabulous new Charlotte Ronson Fall/Winter collection from the show, please check out the below links.

Facebook: www.facebook.com/batistedryshampoopage

Twitter: @BatisteHair

<http://www.BatisteHair.com>

Facebook: <https://www.facebook.com/CharlotteRonsonOfficial>

Twitter: @charlotteronson

<http://www.charlotteronson.com>

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