FOR IMMEDIATE RELEASE

Batiste Dry Shampoo Sponsors
Malan Breton Fall/Winter 2013 Show during NYFW

(February 12, 2013 – New York, NY) - The iconic British brand, **Batiste Dry Shampoo**, joined New York Fashion Week as the silver sponsor of the Malan Breton Show which featured his Fall/Winter 2013 men's and women's collections.

The show was held on Sunday, February 10th at Pier 59 in NYC where Batiste was backstage with an extremely talented styling team who used Batiste first to create stunning looks and fabulous up-dos for all the models!

After their look was completed, the models strutted down the runway to show off the new collection by notable Fashion Designer Malan Breton including a special guest appearance by Aviva Drescher, star of the Bravo hit show *Housewives of New York City*, who looked fabulous in the Palais Royale Mermaid Gown from the new collection.

Lace, one of the newest Batiste scents, was featured during the show. It's an oh-so-sophisticated scent that oozes pure elegance and style for those ladies who love the vintage look! And for those special guests who attended the show, Church & Dwight Co., Inc., the maker of Batiste Dry Shampoo, provided an exclusive VIP gift bag so attendees can enjoy Batiste Lace at home!

Batiste is specially formulated to banish away oily roots and revitalize dull, lifeless hair. Simply spray Batiste Dry Shampoo 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 during the show!

To see the first exclusive look at Batiste backstage during the show, please check out Batiste on Facebook and Twitter.

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http://www.BatisteHair.com
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