



---

## **Press Release**

**Media Contact:** Bill Daddi  
Daddi Brand Communications  
P: (212) 404-6619  
C: (917) 620-3717  
Bill@DaddiBrand.com

### **A “Commitment to Purity”**

*ABBA® pure performance hair care™ lives up to its heritage  
with natural ingredients that deliver the highest performance  
without compromising the environment*

**Denver, CO** – With the creation of the ABBA® brand nearly 20 years ago, its founders set out to produce a system of pure and natural hair care products featuring 100% vegan ingredients that delivered the highest level of performance with minimal impact on the environment.

Today, with the re-launch of ABBA, the brand is reaffirming its founders’ vision through its “Commitment to Purity” seal, appearing on all packaging.

The Seal is a reminder of ABBA’s goal to produce products that are natural and pure, while recognizing its social responsibility to appreciate and preserve the world we live in.

All ABBA products are formulated with natural plant botanicals and are free of ingredients derived from animal proteins. Products are 100% free of DEA, synthetic dyes and are cruelty free.

As an industry leader in hair care, ABBA continues to perfect its products and its impact on the environment. But this commitment does not come at the sacrifice of performance. ABBA products are formulated through the fusion of science and nature to achieve the highest level of product performance. As a result, the ABBA experience remains one of pure performance and satisfaction.