

# L'ORÉAL PARIS

## Elnett



*Eric Del Monaco*  
Official Hair Artist and Colourist,  
L'Oréal Paris



## L'Oréal Paris legendary Elnett Hairspray now available in new, unfragranced formula

A cult favourite among top stylists, A-list celebrities, models and women across the world, the new unscented formula of Elnett is perfect for those with sensitive noses or allergies.

For over 50 years, L'Oréal Paris' Elnett Hairspray has been a staple beauty product found backstage at Fashion Weeks across the globe, red carpets, photo shoots and in top stylists' salons – along with the powder room of everyday women. Known for its ability to provide maximum all-day hold, suppleness and brilliance without stiffness, it has become a fan-favourite and coveted beauty secret worldwide. Today, the same legendary formula that revolutionized the world of hairspray is now available in a new, unscented formula with **Elnett Unfragranced**.

The newest addition to the Elnett family of haircare products by L'Oréal Paris is perfect for those with allergies or sensitive noses, as it offers the same great beauty benefits as its predecessors without the use of scents or perfumes. With its ultra-fine spray that disappears at the stroke of a brush, Elnett helps transform hair into sexy, chic styles with brilliant shine and guaranteed staying power.

“Elnett is confidence in a can,” says Eric Del Monaco, Official Hair Artist and Colourist, L'Oréal Paris. “As my go-to backstage product for runway shows and celebrity photo shoots, I know I can use Elnett to create any hairstyle and feel confident that the look will remain impeccable all day and night.”

*Eric Del Monaco*

L'Oréal Paris' Elnett Unfragranced formula (400 ml\*) is available **June 2011** in mass market retailers and drugstores across Canada for a suggested retail price of **\$14.99**.

**\*All versions of Elnett are now available in a bigger size – 400 ml!**

For more information, or to request a product sample, or to schedule a one-on-one phone interview with Eric Del Monaco, please contact:

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