

Agave Oil Now Available at Stores Worldwide and Online at ULTA.com

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Los Angeles, CA - Stylist Fernando Romero recently introduced Agave Healing Oil at his salon in Beverly Hills. Romero, known around the world for his hair care breakthroughs, learned about the benefits of Agave Oil for women's hair from his grandmother. By locking in moisture, the amino sugars in Agave Oil bring out lasting color and vibrancy in hair. The natural plant derivative makes hair stronger, more resilient, and elastic. Using his international platform as an industry-leading expert, Romero is now making Agave Oil available at salons worldwide and online at ULTA.com.

ULTA is the largest beauty retailer in the United States. Agave Oil's availability on the company's top rated website means women can now easily purchase the revolutionary hair care line without leaving their homes. Agave Oil's partnership with ULTA is set to bring the salon quality Agave products from Beverly Hills to Main Street. For shoppers who prefer the personal touch of a salon professional, the Agave Oil website maintains a user-friendly salon finder to help women locate Agave Oil products at nearby locations.

The ULTA website showcases six Agave Oil products: The Agave Healing Oil Treatment that restores and rejuvenates damaged and frizzy hair, the Agave Soothing Conditioner that restores hair's natural brilliance, the gently cleansing Agave Soothing Shampoo, the complete Agave Smoothing Trio of hair management products, the Agave Vapor infusion for transforming unmanageable hair, and the remarkable Agave Vapor Iron. The Vapor Iron is another ground breaking contribution to women's beauty from Fernando Romero. The salon quality flat iron includes a removable and refillable vapor infusion cartridge. This allows users to treat their hair with the Agave Vapor Infusion at the push of a button.

For women who are just discovering the revolutionary benefits of Agave Oil, the company website includes videos that explain how Agave can transform hair. The website also links consumers to articles detailing what others in the fashion industry are saying about Fernando Romero's latest beautifying products.

Romero, who trained under Vidal Sassoon, enjoys international admiration for his successful efforts to unlock the beauty potential of women. In addition to his famous Salon in Beverly Hills and his industry leading

company, Bio Ionic, Romero can add Agave Healing Oil to his many contributions. With Agave Oil's availability on ULTA.com and in salons everywhere, Romero's influence is set to be greater than ever.

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