### AUSTRALIAN SALT SPRAY



### MURRAY RIVER GOURMET SALT







#### DAVID MALLETT - AUSTRALIAN SALT SPRAY

#### Lifestyle for the hair

At 14 Rue Notre-Dame des Victoires, up a winding staircase in the heart of Paris, you will find an ostrich. The antique taxidermy that presides over David Mallett's Salon is a nod to his Australian roots. Once again, this latest facet of his eclectic lifestyle reflects a dash of down under. Previously, Murray River salt was generally only known amongst the globe's three-Michelin-starred chefs. Now, however, David Mallett harnesses it to

create his new AUSTRALIAN SALT SPRAY.

The gourmet salt is harvested from naturally occurring brine in the Murray-Darling Basin in New South Wales. Concentrated brine is pumped from the underground aquifers and left to crystallise in the sun. The result is a salt rich in magnesium and calcium – natural minerals that are especially beneficial for the hair. With its unmistakeable pink colour and unrivalled mildness, it is the main ingredient in the new **AUSTRALIAN SALT SPRAY** by David Mallett.

As if dried in the wind after bathing in the sea,
AUSTRALIAN SALT SPRAY lends the hair a striking appearance with extra volume. With its subtle fragrance of yuzu and bergamot, it creates fresh vitality and rich texture. Shake before use to activate the ingredients, then spray Australian Salt Spray on damp or dry hair, work through with the hands and style as desired. Leave to dry naturally or blow-dry with a diffuser. Watch how your hair falls in beautiful cascades down to the shoulders – a fantastic beach effect thanks to the extra-mild AUSTRALIAN SALT SPRAY! The product also represents the launch of our new Pure label. It guarantees production in accordance with



150 ml - 30 €

ethical guidelines and without animal testing, formaldehyde or any harmful additives.

Hey, you know what? There are actually no words that do Murray River salt justice. You simply have to experience its unique mildness as it melts on your tongue. This is precisely why we have included a small sample for you. Although there is still one issue we can't agree on: Is Murray River salt too good to eat, or to spray in your hair?



#### CONTACT

# LE SALON DAVID MALLETT

14 rue Notre Dame des Victoires 75002 Paris Phone +33 1 40 20 00 23 info@david-mallett.com www.david-mallett.com

#### PRESS AUSTRALIA ÉLYSÉE PUBLICITY

Alice Moore
2-12 Foveaux Street, Suite 2 . Level 3
Surry Hills NSW 2010, Australia
Phone +61 (2) 9280 3015
alice@elyseepublicity.com.au

#### PRESS GERMANY PRESSEBÜRO SANDRA OBERMAIER

Humboldtstr. 53-55 A 22083 Hamburg Phone +49 40 180 55 345 pr@sandraobermaier.com

# PRESS RUSSIA COSMOTHECA

Daria Zorina
4-th Syromyatnicheskiy Lane, 1/8 Bld 6
105120 Moscow
Phone +7 (495) 787 3701 ext 104
marketing@supercosmetics.ru

## PRESS FRANCE NICE WORK

Benjamin Muzergues
75, rue du Faubourg Saint Honoré
75001 Paris
Phone +33 1 58 18 33 33
benjamin@nicework.fr

## PRESS ITALY ECHO COMMUNICATION

Sara Caropreso
Via Puccini 107
41121 Modena
Phone +39 059-271247
<a href="mailto:caropreso@echocommunication.it">caropreso@echocommunication.it</a>

# PRESS SPAIN UNIVERSO COMUNICACIÓN

Marisa Valcárcel Julián Barrendero, 16 2°B 28750 Madrid Phone +34 666492089

marisa.valcarcel@universocomunicacion.com