



**FOR IMMEDIATE RELEASE**

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**Introducing Save Me From: The Beauty Company on a Mission to  
Save Hair, Save Lives, and Empower People Everywhere**  
*The first damage-specific hair treatments to save hair from every damage source while  
advocating suicide prevention*



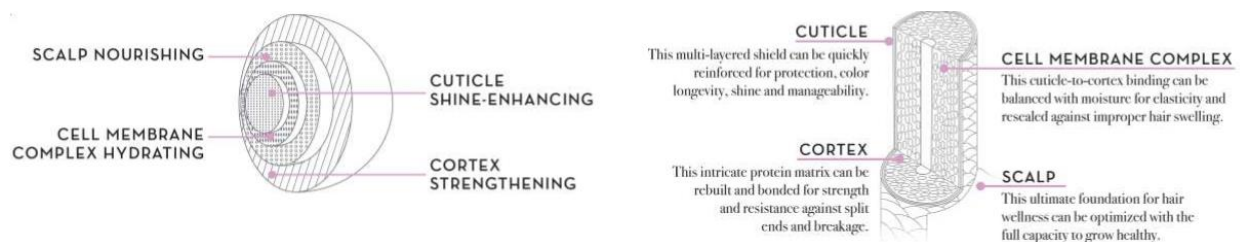
**Seattle, WA (May 2019)** – Save Me From, the first treatment collection to reboot hair from tip to root, was unveiled this May breaking new ground in the haircare industry. Founded by April Peck, the powerhouse innovator behind Hydropeptide, the line is scientifically proven to improve shine up to 82%; hydration up to 201%; and reduce split ends up to 97%. In addition to its unparalleled ability to repair and preserve the entire hair shaft from the root down, Save Me From was developed with the mission of advocating suicide prevention.

As the old adage goes, from darkness, light is born. After losing her sister to suicide, Peck was determined to create a dialogue around a subject that all can relate to but often feel uncomfortable discussing. A healing journey to India led her to discover the line's signature ingredient, Fenugreek, often used by the local women to add shine, strength and beauty to their hair and nourishment for their scalp. Realizing that hair is one of the utmost sources of self-expression significantly affecting self-image, as a beauty entrepreneur, Peck felt she had found the ideal platform to help others. Thus, she created Save Me From.

"After losing my sister to suicide, I was determined to find a way to save others from suffering the same fate," said Peck. "As a former founder of a successful science-based skin care brand, I aim to use my vision, experience and talent to develop powerful, wellness-focused hair

products that empower people and save lives. I am honored to be spreading suicide awareness with a portion of all net profits being donated to organizations who help to prevent suicide."

Save Me From targets every layer of the hair and scalp with the brand's patent pending, next generation Fenugen® technology, encapsulated with Ayurvedic Fenugreek sourced from organic, Fair Trade farms near the Blue City in India. Alongside Fenugen®, Save Me From's Bond Reboot unites skin care worthy actives caffeine, creatine, panthenol, and Brazilian silk worm proteins to visibly improve scalp and hair over time. Unlike any product to date, Save Me From treats hair based on the damage it is most exposed to, and is designed to be applied to the scalp so healthy hair emerges from the start.



In addition to the company's exclusive Fenugen® technology and Bond Reboot being found within each and every formula, Save Me From's signature Tip to Root Hair Reboots are proven to stop the five types of damage leading to breakage, and include:

- **Pollution Assault:** Get nourishment for flat, dry, brittle hair and stressed scalp with mega-antioxidants from chia and artichoke leaves that unite against urban pollution. This smog-fighting Reboot saves your hair from pollution damage from car exhausts, smoke, dust, and other inescapable pollutants. With a burst of citrus and slight zing, this velvety blue Reboot is uplifting and fresh. MSRP \$78.00 3.4 oz; \$30.00 .5 oz
- **Product Overload:** Hair sprays, styling products and dry shampoos contribute to product buildup and wear and tear on cuticles making hair look dull, stringy and greasy. Combat this build up damage with Product Overload's dual charcoal and titanium clay. This oil and buildup absorbing Reboot saves hair from scalp build up with black kaolin, multi-hyaluronic acid, and white and bamboo activated charcoal. With an intriguing, earthy scent, this whipped, glossy black Reboot creates a unique warm feeling. MSRP \$78.00 3.4 oz; \$30.00 .5 oz
- **Sun + Sweat:** Sun, sweat, and salty, chlorinated or hard water can make your hair dull, stiff, easily faded and tangled. Any of these can cause porosity and irreversible hair swelling making hair feel gummy when wet and straw-like when dry. Sun + Sweat offers relief post workout and sun exposure with protein, apricot, and rosebay. With a beachy coconut cinnamon scent, Sun + Sweat's soft pearly pink, whipped Reboot tingles as it melts on contact. MSRP \$78.00 3.4 oz; \$30.00 .5 oz
- **Age Acceleration:** As aging hair becomes increasingly sensitive to free radicals, UV rays and environmental pollutants, Age Acceleration saves hair and scalp. The weightless Reboot is a must-have for rough, wiry, thinning hair and dry scalp, formulated with bioactive milk molecules, Japanese licorice, Tara Fruit and Organic Sunflower Sprouts. The platinum, volumizing Reboot allows hair to age gracefully with a timeless citrus tea scent. MSRP \$78.00 3.4 oz; \$30.00 .5 oz
- **Thermal Obsession:** Combat the harsh after-effects of heat with this cool, calming citrus-mint scented golden Reboot. Ideal for split ends, frizz, heat-damaged hair and dry scalp,

Thermal Obsession combines silky butters, exotic oils and hyaluronic acid to leave hair glistening. This thermal-fighting Reboot is densely whipped and a must have to save hair from the blistered ends caused by daily blow dryer, curling iron, and straightening iron use. MSRP \$78.00 3.4 oz; \$30.00 .5 oz

- **Chemical Conflict:** Formulated to save your hair and scalp from damage caused by chemical treatments, this repairing Reboot with a fresh floral scent offers extreme strengthening to broken bonds. Carob seeds and vegetable proteins, New Zealand wool, and South African rooibos combine in the iridescent purple cream to treat dry, over-processed hair and sensitive scalps. MSRP \$78.00 3.4 oz; \$30.00 .5 oz

Save Me From has identified what the hair and scalp needs, creating balanced solutions made of the finest nutrients that are performance-based, eco-extracted and earth-harvested in their pursuit of root-to-tip hair wellbeing. Save Me From products are free from cruelty, parabens, sulfates and silicone, and is water optimal with formulations only containing 50-68% water. These concentrated, hybrid products are the first of their kind formulated as both treatment and mask designed to be used as either rinse-out or leave-on in limitless ways as a hair mask, an overnight sleep mask, a pre-poo protector, a foundation styler, a finisher or a hair detangler.

Save Me From products are available at [SaveMeFrom.com](http://SaveMeFrom.com), [NeimanMarcus.com](http://NeimanMarcus.com), QVC, and Save Me From partner salons and spas.

For more information or to schedule interviews with Johnny Lavoy or April Peck, the founder of Save Me From, please contact Allyson Evers at (206) 316-7637####

### **About Save Me From® Hair Repair + Scalp Care**

Save Me From® is the first-ever, damage-specific hair repair + scalp care collection that gets, literally, to the root of the problem, offering targeted repair for sun, pollution, heat, aging, buildup or chemical-damaged hair. Formulated to be clean, clinical, and deeply replenishing like skin care and made without silicones so rather than temporarily coating the hair, results last. Every Save Me From product is clinically proven and made with patent-pending Fenugen, a Ayurvedic inspired technology made from fenugreek seeds that helps to strengthen hair against breakage and visibly reduce split ends, and Bond Reboot, a powerful combination of caffeine, sustainably harvested silkworm proteins and creatine, to build bonds, enhance silky textures, and promote whole hair health from tip to root, inside and out. Save Me From donates 10% net income to charity organizations working to end suicide and provides free QPR Suicide Prevention training to partnering salons.