

FOR IMMEDIATE RELEASE

Ampro® Pro Styl® Clear Ice® Extends Into Product Line

– Free of Alcohol, Parabens, Proteins and Dyes

Ampro Industries, Inc., maker of the original and America’s favorite protein styling gels and the award-winning Shine ‘n Jam® product line has extended their legendary Clear Ice® brand into a full product line completely free of alcohol, parabens, proteins and dyes.

March 1, 2014, Memphis, Tenn. – Building off the strength of America’s favorite clear protein styling gel, Clear Ice®, Ampro created a protein-free version that remains alcohol-free and has been enhanced with Coconut Oil to make the Ultra Hold gel more moisturizing and **flake free**.

To accompany the new Clear Ice® Coconut Oil Styling Gel, is a Foaming Wrap Lotion, Oil-Free Gloss Spray, Shining Serum and Thermal Styling Spritz which are all free of alcohol, parabens, proteins and dyes to keep hair looking healthy, well moisturized, tangle-free and protected during heat styling.

Good for natural, chemically processed or color treated hair, wigs and extensions, the Clear Ice® line extension is positioned to be another winner for Ampro. “Our loyal consumers have been asking for years, to introduce a complete line of styling products to accompany their beloved Clear Ice® Protein Styling Gel” says Tricia Snead, Vice President of Brand Development and Marketing. “We have answered that request with hair care products that not only style the hair, but will keep our consumer’s hair looking healthy and more manageable. We are very proud of this new line.”

Available at local beauty supplies beginning in March 2014, Ampro Industries, Inc., expects retail chains to clamor to bring in the extension due to the strong sales of the hallmark Clear Ice® Protein Styling Gel.

For more information about Ampro Industries, Inc., and the new Clear Ice® line extension, visit AmproGel.com, tweet or follow them @Amprogel or visit their Facebook Fan Page at Facebook.com/AmproGel.

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