

# Vitamins Hair Cosmetics' 2024 Keratin-Focused Lineup

*The brand invites users to discover the future of natural hair care*

NEW YORK, NEW YORK, UNITED STATES, April 3, 2024 /EINPresswire.com/ -- Building on its legacy of natural and sustainable beauty solutions, Vitamins Hair Cosmetics is thrilled to announce its



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*Haim Shir, the General  
Manager of Vitamins Hair  
Cosmetics*

2024 product lineup, introducing groundbreaking keratin-infused products designed for at-home convenience and salon-quality results. This year's offerings underscore the brand's continuous commitment to innovation, customer feedback, and eco-friendly practices.

Let's take a look at these cutting-edge new products:

**Keratin Hair Straightening Kit:** Vitamins Hair Cosmetics is proud to launch a state-of-the-art Keratin Hair Smoothing Kit, allowing women to achieve sleek, straight hair from the comfort of their homes. This comprehensive kit includes a

straightening cream, hair shampoo, and a post-treatment hair mask, ensuring long-lasting results.

**Keratin Hair Mask for Thin Hair, 400ml:** Responding to customer demand for more value, the brand introduces an economical, larger version of its best-selling keratin hair mask designed specifically for thin hair. The new 400ml jar offers more of the beloved formula, catering to those seeking volume and strength.

**Keratin Spray Serum:** In line with customer requests, Vitamins Hair Cosmetics presents the Keratin Spray Serum, a new, convenient spray version of its second-best-selling serum. This innovation provides the same beloved formula in a format that offers ease of use and even distribution.

**Keratin Body Lotion:** Building on the success of its Argan Body Lotion, the brand is also set to release a Keratin Body Lotion. This new offering promises a superior, non-greasy formula that nourishes and revitalizes the skin, embodying the brand's ethos of natural, effective beauty solutions.

Haim Shir, general manager of Vitamins Hair Cosmetics, emphasizes the importance of listening to customers and innovating in response. "Our 2024 product lineup reflects our relentless pursuit of excellence and our dedication to meeting the evolving needs of our customers. Each product is infused with keratin, known for its transformative effects on hair and skin, aligning with our mission to offer natural, effective, and sustainable beauty solutions."

This announcement not only highlights the brand's responsiveness to consumer needs but also reinforces its commitment to quality, innovation, and sustainability. With these new offerings, Vitamins Hair Cosmetics continues to pioneer in the beauty industry, promising its customers nothing but the best in hair and body care.

#### About Vitamins Hair Cosmetics

For over 80 years, Vitamins Hair Cosmetics has stood at the forefront of the beauty industry, offering innovative, natural, and eco-friendly hair and body care solutions. Founded by Haim Shetrit in 1943, the brand has evolved from a small barber shop in Jerusalem to a global leader in beauty care, committed to delivering products that cater to a diverse clientele without compromising its core values.

For further information about Vitamins Hair Cosmetics and to explore the 2024 product lineup, visit the [Amazon Brand Store](#).

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