

Parachute



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Parachute after shower Hair Cream Introduction Parachute after shower hair cream for men, is a hair styling cream that can be used daily to style your hair. It has aqua moisturizers & since it is made in an oil-in-water emulsion, it is completely non-sticky. Parachute after shower hair cream contains coconut milk proteins which keeps hair nourished. The need for males to look good has never been more important. More and more males in India are realizing the importance of " great looking hair" & want a product that can be used to " style hair daily. " The reason why I use Parachute after shower? After shower hair cream was launched in Mumbai 2005.

This hair cream was only meant for the younger generation who were looking for a product that would help them to “ look the part” Everyday. The reason I use this product is it easily available in the market and It’s an Indian company this product is less expensive as compare to others. If any other product rather than this would be “ Brylcreem”. BRAND AMBASSADOR To drive the brand the company had signed on Cricketer Yuvraj Singh, as there new Brand Ambassador who brings in a refreshing change. He is a complete fit with the brand because he is young, stylish, dashing, and flamboyant. Competitors Looking at the growth of the product many companies have come in with different products to match with this hair cream. They have even introduced many hair oil products as anti dandruff which can smoothen the hair and style also.

This comparison with oil and gel had led into a competition in the market. Brylcreem: - Brylcreem’s purpose is to keep combed hair in place while giving it a shine or gloss. It is an emulsion of water and mineral oil stabilized with beeswax. Other ingredients are fragrance, calcium hydroxide, BHT,

dimethyl oxazolidine, magnesium sulfate, and stearic acid. This was the first anti dandruff gel made for men's. Men's youth used this gel to style their hair and this gel would give them an entirely different look. Himalaya Herbal anti-dandruff hair cream: - The use of this cream can be used on wet hair.

It can be used as massage to the hair also but only a small portion should be used. Use regularly before and after shampooing. Suitable for all hair types. Safe to use on artificially colored or permed hair.