

MBB Dailies

Just In From Australia

July 29th, 2008

So Frais!



It's no secret, the world has become obsessed with hand wipes and sanitizes. I will be the first to admit, that hand sanitizes go hand in hand with lip balm addiction- I just can't leave home without it. I have wipes in my car, at home, and in my purse. I have nothing against Purcell hand sanitizer, after all they were one of the first to start this cleanliness trend, but it just doesn't work in a Marc Jacobs bag. Welcome Frais! It's the newest addition to the hand sanitizer market straight from 'the land down under'! Simple and small, this cocktail-like package offers an upscale-take on bacteria-free hands. Frais is formulated with an Australian blend of eight essential oils that includes Ginger, Tangerine, Lemon Myrtle, Niaouli, Orange, Basil, Grapefruit and Cardamom, so in addition to sanitizing the hands it uplifts the mind with a heavenly scent. Plus it looks so 'luxe' in whatever bag you choose to throw it into!

Celebrity match- Kelly Ripa is said to keep a bottle in her dressing room! I am sure it comes in handy when her little ones pay her a visit.

Launching now at STUDIO at Fred Segal in California, Zitomer in NYC, and BeautyHabit.com.

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