



Fashion Fights Poverty (FFP)
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Fashion Fights Poverty Announces Eco-Chic PHYTO Hair Care as its 2009 Diamond Sponsor



WASHINGTON, DC- Fashion Fights Poverty (FFP), the organization dedicated to raising awareness about the fight against global poverty through fashion, is excited to announce renowned botanical hair care brand **Phyto** as this year's fashion benefit diamond sponsor. The fundraiser will be held at **The Renaissance Mayflower Hotel, Washington, DC on Friday, September 25th at 6PM.**

The benefit, which is one of DC's leading fashion fundraisers, will raise awareness about social responsibility, support projects that create income-generating and micro financing opportunities for artisans in developing countries, as well as educate local youth, specifically, District of Columbia Public School Woodrow Wilson's Clothing and Textile Program. Additionally, FFP aims to push the envelope each year by introducing some of the most interesting and eclectic eco-sustainable products and artisan fashions.

*"As a brand that believes in environmental sustainability and embracing creativity to make a difference in their communities, Phyto is proud to be an official sponsor and supporter of Fashion Fights Poverty, shares Jenna Muller, Director of Communications for **Phyto**. "Our mission is to combine forces with PR at Partners salon and the other great organizations involved, to help Fashion Fights Poverty raise awareness to promote responsible manufacturing and shopping in order to reach their goal of eradicating poverty."*

At the benefit, **Phyto** experts will be on-hand to provide guests with a complimentary hair and scalp analysis with their unique Phyto hair scope. The scope magnifies the hair 200 times in order to diagnose the hair's health. Guests will then receive a customized **Phyto Rx** and deluxe samples. Behind the scenes, at the **Phyto Backstage Eco Lounge, Phyto** and **PR at Partners** salon stylists will be creating the eco-chic runway looks. The team will also give trend updates on backstage happenings and product tips, as well as provide exclusive interviews with celebrities, models, designers, and makeup artists. **Phyto** will also *Twitter* (@phytohaircare) instant backstage insider info and pics direct from the **Phyto Backstage Eco Lounge.**

The inclusion of **Phyto** in this year's fashion benefit strengthens FFP's commitment to the ***Dress Responsibly Campaign***, which encourages consumers to select eco-friendly and ethical fashions and products. **Phyto** is a firm believer in environmental awareness and botanical hair care. The company's products utilize environmentally conscious glass and aluminum packaging, which reduces the use of preservatives, maximizes the effectiveness of the botanical formulas, and is 100% recyclable.

Join FFP for the climactic finale of its year-long endeavor to alleviate poverty by showcasing eco-friendly and ethical fashion designs during this year's 5th annual benefit fashion show.

Date: Friday, September 25, 2009
Location: The Renaissance Mayflower Hotel
1127 Connecticut Ave, N.W.
Washington, DC 20036
Time: 6:00 pm-10:00 pm

For more information on FFP and the benefit visit www.fashionfightspoverty.org

About Fashion Fights Poverty (FFP)

Fashion Fights Poverty is a 501(c) 3 non-profit organization that raises awareness for initiatives that encourage and support creative, effective, and sustainable means of challenging poverty. We believe that the industries of fashion, textiles, and design offer unique and effective opportunities for designers, artisans, and consumers alike to contribute to the alleviation of poverty through trade, skill-building, community empowerment and consumer awareness.

About PHYTO

PHYTO (fee-toe) is a leader in creating targeted botanical hair care treatments for all hair types since 1967. Phyto formulas boast extremely high concentrations of active botanical extracts with clinically proven results. Phyto is manufactured and distributed by Alès Group, USA, a subsidiary of Alès Groupe, located in Bezons, France. PHYTO does not test on animals. Please recycle. For more information, please contact 1.800.55.PHYTO or visit www.phyto-usa.com. Twitter: @phytohaircare.

Purchase tickets to this year's fashion benefit today!
www.fashionfightspoverty.org

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