

Batiste wins best dry shampoo Glamour Beauty Award

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The world's number-one dry shampoo has picked up yet another accolade, the [Glamour Beauty Readers' Choice Award](#). More than 10,000 votes were received, and readers chose Batiste™ as the best dry shampoo.



Global traction continues with consumers choosing Batiste as the ultimate, affordable essential to refresh and revive in between washes or salon visits. Over 10,000 shoppers voted for their most trusted everyday product and Batiste took the number-one spot both in the [United States](#) and [Canada](#).

Health & Beauty specialist, ACDOCO SA is Batiste's exclusive distributor in southern Africa. Jason Frichol, ACDOCO SA's Managing Director, says, "Batiste is definitively the people's choice and the preferred brand both here in South Africa and globally. Thousands and thousands of customers have given Batiste a five-star rating on amazon.com. Its versatility and highest quality formulation also means that it works on all hair types, including long, short, curly, fine, highly texturised, wigs, weaves, wefts, dreads, hair pieces, singles, cornrows, extensions and more. One just needs to simply tweak application depending on hair type."

ACDOCO SA recently executed its #AllHairTypesSA campaign that [received record engagements](#) and where South Africans [rated Batiste 4.6 stars out of 5](#).

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ACDOCO SA



ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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