

FOR IMMEDIATE RELEASE:

PURE Hair Incorporated™ launches its US Distribution on the east coast with Professional Salon Services and Professional Beauty Supply.

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Santa Monica, California – May 25, 2010 – PURE Hair Inc. announces its agreement with Professional Salon Services, Inc. and Professional Beauty Supply to distribute PURE Hair Inc. products that include PURE Extensions and PURE Radical lines of 100% human hair extensions and supporting products.

Professional Salon Services, Inc. is a wholesale distributor of beauty supplies for hair salons and spas throughout New England. With over 30 years in the beauty industry, PSSI delivers superior salon products, visionary concepts, advanced programs for education and marketing that builds solid relationships with salons to help grow their businesses.

Professional Beauty Supply is a full-service distributor of professional salon products and tools servicing the Mid-Atlantic region. Their team of 24 plus salon consultants and 12 store locations will be instrumental in growing PURE's east coast presence.

PURE Extensions is the first hair extension company to recognize and act on its responsibility to the environment. Located in Santa Monica, CA, PURE Hair Inc. provides the finest quality Remy human hair extensions with a completely non-damaging application process, ground breaking online certification program and an eco-conscious packaging approach. Recent product launches include the PURE Online Certification program narrated by Vivienne Mackinder and the Radical Creativity Kit. More information is available at www.pureextensions.com and www.pureradicals.com

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