

FOR IMMEDIATE RELEASE:

**PURE Extensions™:
Breaking Ground with Non-Damaging Application,
Innovative Education Program, and an Eco-Conscious Determination.**

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Santa Monica, California – December 11, 2009 – PURE HAIR INC. stays true to their mission and tag line, Beauty with a Conscience, with their landmark PURE EXTENSIONS. PURE is the first hair extension company to recognize and act on its responsibility to the environment. Believing that beauty can be green, PURE strives to make every aspect of their business reduce their carbon footprint on the earth. From the extension application to the minimal packaging, no waste is tolerated. PURE hair extensions are made of the finest quality 100% Remy human hair; completely synthetic free, and their micro cylinder bonds are made from recyclable copper. The application process does not use any heat, glues or waxes so there no harmful fumes emitted or chemicals used. This process allows for the hair to be applied 3-4 times faster *and* last 3-4 times longer than traditional extensions...faster, safer, better.

The PURE Extensions line is comprised of the 23 “natural” colors available in multiple lengths and densities, as well as the recently released PURE RADICALS: 12 vibrant, avant-garde colors that can be used moderately to accent any style or liberally to make a statement.

The PURE Online Education Program is the first of its kind, allowing stylists to purchase a starter kit – with all the tools necessary to begin applying extensions – and take the certification course online eliminating the need to travel to a class and permitting the stylist as much time as needed to complete the program. Narrated by the world-renowned Vivienne Mackinder, the online program consists of a series of tests that the stylist must complete in order to move along with continued education consisting of a wealth of instructional videos on application methods, cutting, and styling. Also included is an introduction to the PURE Radicals, along with some amazing styling techniques from Ms. Mackinder.

PURE limits the amount of packaging they use while making sure that any necessary packaging is made out of recycled materials or is recyclable itself. PURE also uses biodegradable bags to package the hair as well as vegetable-based inks that help reduce harmful carbon emissions for all necessary printing.

PURE is devoted to giving back and works closely with the Matter of Trust Charity that tries to help clean up devastating global oil spills. PURE asks that when each stylist removes used PURE Extensions, they return the hair which is used to create large hair mats used to soak up the oil spills. PURE is happy to have an opportunity to “recycle” their manufactured product, once used for our purposes, into an instrument to help clean up the earth!

A key to PURE’s continued growth has been editorial coverage in multiple domestic and international publications including several covers on magazines such as Salon Magazine and Modern Salon Magazine. Additionally, a recent collaboration with Vivienne Mackinder’s HairDesignerTV.com produced an amazing webinar that introduced over 10,000 online viewers to PURE Extensions. Another product of the collaboration was a photo shoot with the award-winning photographer Babak. PURE continues to develop partnerships with leaders in the industry including an upcoming photo shoot with stylist Charlie Price.

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