

FOR IMMEDIATE RELEASE:

**PURE Hair Incorporated™ partners with Venus Beauty Supplies Ltd.
to expand its Canadian distribution.**

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Santa Monica, California – December 15, 2009 – PURE Hair Inc. announces its exclusive distribution partnership with Venus Beauty Supplies Ltd. in Ontario, Canada. Venus Beauty will distribute PURE Hair Inc products including the PURE Extensions and PURE Radical lines of 100% human hair extensions and supporting products. Established in 1977 Venus Beauty Supplies Ltd. is a recognized leader in the industry and brings PURE to the more than 6,000 salons it services in Ontario. Venus joins Concept JP (Quebec) and Maritime Beauty (New Brunswick) in PURE's Canadian distribution network.

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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