

FOR IMMEDIATE RELEASE

ELLEN DEGENERES PARTNERS WITH CURLS HAIR FOUNDER

FEATURES CURLS HAIR CARE PRODUCTS IN GREENROOMS

Los Angeles (April 17th, 2012) – Ellen DeGeneres, star of the syndicated daytime show of the same name, has partnered with TLK Fusion in featuring CURLS, the popular hair care line geared toward curly hair, in all the greenrooms of her daily talk variety show.

Mahisha Dellinger, founder of CURLS, who is celebrating a decade of curl power, announced the partnership through the Hollywood Celebrity branding firm, TLK Fusion, stating “I am thrilled to have CURLS featured in the Greenrooms and placed for celebrity use on the Ellen DeGeneres show. I am a huge fan of Ellen’s!”

Dellinger, also recently announced the acquisition of the KYNX Hair Care collection expanding the CURLS brand bringing this dynamic product, KYNX, into the CURLS family. Announcing her acquisition, she stated, “I’m excited to announce that we have officially acquired the company KYNX and are looking forward to expanding our offering for TYPE 4 Textured hair under this new division of CURLS.

The Ellen DeGeneres show airs daily through Warner Bros Entertainment. Check your local listings for air times.

For more information on CURLS: www.CURLS.biz

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About CURLS: Once a home based business, CURLS is now full-fledged, international curly hair empire. CURLS hair care offers premium, quality curly products that cater to the unique needs of today's multi-ethnic, natural hair care market. It is the first line of natural, organic hair care products truly created specifically for biracial/multiracial women and girls with naturally curly hair. Nominated three years in a row for the Stylist Choice Award, CURLS is also a proud owner of Allure Magazine’s Best of Beauty Award and has been featured in top magazines such as In Style, Essence, Ebony, Redbook and Allure among others. CURLS has a solid celebrity following including A-Listers Halle Berry, Rachel True, Ashanti and more. CURLS can be purchased at nationwide retailers including Target, Rite Aid, CVS, Sally’s and Walgreens. For more information, visit www.curls.biz.com