

FOR IMMEDIATE RELEASE

## CURLS HAIR CARE FOUNDER CELEBRATES A DECADE OF CURL POWER

### Announces Acquisition of KYNX Hair Care Products

**Los Angeles (April 4<sup>th</sup>, 2012)** - Mahisha Dellinger, CURLS Hair Care founder, celebrated a decade of curl power with a star studded blow out bash at The Rolling Stone Lounge in Hollywood during which she announced the acquisition of the KYNX Hair Care collection expanding the CURLS brand to include type four hair, and bringing this dynamic product, KYNX, into the CURLS family.

Media, Paparazzi and Curly fans, mobbed the sixteen foot Orange carpet as A-list stars, of Music, Television, Sports and film, joined CURLS founder Mahisha Dellinger in commemorating her ten year anniversary including Tia Mowry (Actress/"The Game" "Sister,Sister"), Sophie Monk (Australian Actress/ Super Model/ Singer "Entourage") Victor Ortiz (Former Welterweight World Champion HBO Boxing, Fight Night Club), Ray J (Singer, Actor, Producer), Erin Sanders (Actress, "Big Time Rush," "Zoey 101"), Amy Castle, (Actress, "What's Eating Amy", "General Hospital") and Naima Adedapo, (Singer, Songwriter, American Idol Season 8 top ten).

Dellinger announced her acquisition, during the festivities, of KYNX Hair Care stating, "I'm excited to announce that we have officially acquired the company KYNX and are looking forward to expanding our offering to include TYPE 4 Textured hair under this new division of CURLS. We see great potential in this brand and over the next few months will be looking closely at how we might better align what they have with what we currently offer. We believe this will be a perfect addition to our current product lines."

Austin Brown, Recording Artist, Singer, Songwriter, brought down the house performing from his new CD, four songs, including the current, with a bullet, radio hit "Menage A Trois"; Victor Ortiz former Welterweight Champion of the World, presented Ms. Dellinger with an autographed champion boxing glove. Host Tia Mowery accompanied Mahisha, the woman of the hour, down the carpet.

The Rolling Stone lounge was transformed into a Serengeti night with African CURLY Willows and floral bouquets casting a soft glow throughout. Carefree curly waves of light danced on the walls. A collage board of memorable moments from CURLS past ten years greeted two hundred well-wishers. Guests were treated to unlimited sweets, treats and a three-tier Chocolate Fondue Fountain. Celebrities sipped CURLS Peach Bellini's from personalized oversized martini glasses. Wait staff provided specialty hors d'oeuvres. A three tier cake, representing three lines of hair care, was cut and served to all.

Guests left the jubilant evening with gift bags valued at over \$500.00 that included samples of CURLS and KYNX products, free services from Stript Wax Bar, an LA Slim Wrap 1/2 Off gift card, Hoofmaker, Hand and Nail Therapy crème from Mane & Tail, Manna Cosmetics signature Camera Ready Foundation Primer, Diet Doc Supplement Bars and \$100.00 Gift Card, Liquid Ice Energy Drinks, and, one of Oprah's favorite products, Prince Reign unisex after shaving Serum products. It was a night to be remembered!

For more information on CURLS: [www.CURLS.biz](http://www.CURLS.biz)

###

**For more information, please contact:**

**Janet Walker**

213.250.6777 ext. 1006

[TalktoJanet@TLKFusion.com](mailto:TalktoJanet@TLKFusion.com)

**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](http://www.curls.biz.com)