

# L.A.I. COMMUNICATIONS



## **CURLY GIRLS LOVE CURLS' BLUEBERRY BLISS COLLECTION**

### **CURLS Adds a New Reparative Leave In Conditioner to the Successful Blueberry Inspired Hair Care Line**

**NEW YORK, NY – December 1, 2015:** This month, CURLS, one of the best recognized natural hair care brands in North America, launches its newest product, *Blueberry Bliss Reparative Leave In Conditioner*. With the enormous success of CURLS' Blueberry Bliss collection, which includes CURLS *Blueberry Bliss Curl Control Paste*, CURLS *Blueberry Bliss Curl Control Jelly*, and CURLS *Blueberry Bliss Twist N Shout Cream*, this newest addition to the line gives Curly Girls another tool to moisturize, soften, detangle, and repair the hair. All of the products are available at Target.com and select Target stores. The new reparative leave in conditioner will be available in January 2016.

"My Blueberry Bliss Curl collection has been very successful in Target, who can't keep enough of the products on the shelf. Curly Girls are responding well to the collection. It is formulated with certified organic blueberry extract that has proven to increase hair growth and restore damaged hair," stated Mahisha Dellinger, CURLS CEO and Founder. "We decided to add the new reparative leave in conditioner to help our customer with her ultimate goal of achieving healthy hair."

Blueberries have clinical and other supporting data proving their tremendous benefits for the hair. The proanthocyanidins, which is the plant chemical found in blueberries, interacts with hair follicles to accelerate growth and slow down hair graying, breakage, and loss. Blueberries are also rich in Vitamin C and B Complex, which is good for increasing hair growth by providing oxygenation and circulation of the blood to the body, particularly the scalp.

The new CURLS *Blueberry Bliss Reparative Leave In Conditioner* takes advantage of the many properties of blueberries to create a healthy moisturizer devoted to repairing damaged hair. Formulated with certified coconut, grapeseed oil, mango butter, and organic blueberry extract, the CURLS *Blueberry Bliss Reparative Leave In Conditioner* encourages hair growth and prevents breakage. The product can be used on wet or dry hair. It is great for prepping the hair before styling, twisting, braiding, or creating updos.

In all, the CURLS Blueberry Bliss line promotes hair growth and penetrates the hair shaft leaving long lasting effects while handling one's hair with gentle care. The collection also

**-MORE-**

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includes a paste, jelly, and curl cream. The CURLS *Blueberry Bliss Curl Control Paste* works to smooth unruly edges, adds sheen, and enhances natural hair styles. CURLS *Blueberry Bliss Curl Control Jelly* defines, defrizzes, and holds curls. CURLS *Blueberry Bliss Twist N Shout Cream* adds sheen, moisture, and definition to natural styles, like twists and braidouts. In 2016, CURLS will add two more products to the collection, including the hair wash and hair mask.

The CURLS *Blueberry Bliss Reparative Leave In Conditioner* (8 fl. oz) retails for \$11.99. The CURLS *Blueberry Bliss Curl Control Jelly* (8 fl. oz) retails for \$17.99. The CURLS *Blueberry Bliss Curl Control Paste* (4 fl. oz) retails for \$8.99 and the CURLS *Blueberry Bliss Twist N Shout Cream* (8 fl. oz) retails for \$11.99. All products are also available at [www.CURLS.biz](http://www.CURLS.biz).

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## **ABOUT CURLS**

Founded in 2002, CURLS continues to be one of the best recognized natural hair care brands in North America. CURLS offers over 40 natural hair care products made with certified organic ingredients for women, kids, and babies. The company has multi-channel distribution, including retail, where CURLS products can be found nationwide in Target, Sally's Beauty Supply, Wal-Mart, Rite Aid, CVS, and Duane Reed and has a strong presence with over 200 professional salon retailers and boutiques across the United States. CURLS also has a strong international presence in Canada, Brazil, Africa, and the United Kingdom. For more information, visit [www.curls.biz](http://www.curls.biz).

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