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**L'ORÉAL'S MIZANI LAUNCHES MEME TECHNOLOGY  
TO ATTRACT NATURAL HAIR CONSUMERS TO SALONS**

**Boutique Agency Ivy Digital Creates Tool to Promote  
Natural Hair Salon Professionals to the Multicultural Do-It-Yourself Consumer**

**NEW YORK, NY – November 18, 2015:** MIZANI, the professional authority for all textured hair, launches the first-ever meme technology that supports natural hair salon professionals who are at the forefront of the burgeoning natural hair care movement.

Created by New York City-based agency **Ivy Digital**, the meme uses the hashtag #TrueTexturesPRO as a part of a multiplatform social media strategy that supports MIZANI's launch of True Textures, a new salon-based haircare line for curls, coils, and waves. The launch includes a micro-site, Periscope chats to educate salon professionals and consumers, and social influencer activations. MIZANI is a division of L'Oréal Professional Products Division that caters to a multicultural clientele of salon professionals and consumers.

“The natural hair movement is primarily known as a DIY consumer-based industry. However, we are finding that the DIY consumer is now looking for professional assistance to maintain their intricate natural hair regimen,” said Marcia A. Cole, CEO and Chief Creative Officer of **Ivy Digital**. “We wanted to help MIZANI leverage the launch of True Textures by developing a social-media first lead-generation tool that easily allows natural hair salon professionals to share who and where they style natural hair so new customers can find them.”

According to the 2015 Black Consumers and Haircare report published by the marketing research firm, Mintel International Group, Ltd., sales for Black Hair care reached \$2.7 billion and are forecasted to total \$4 billion by 2020. A large majority of the growth is being driven by styling products, especially for natural hair. In 2013, two-thirds of African-American women wore their hair in a natural hair style.



“I am excited to launch a campaign that puts the stylist at the center. For so long, the voice of the salon professional has been subdued, largely due to the roles that have been played by the bloggers/vloggers in the digital sphere,” said Tumi Soyinka, Director of Marketing for MIZANI. “Our #TrueTexturesPRO meme will help raise awareness of stylists around the country and drive naturally textured consumers into their salons.”

To activate the meme technology, salon professionals are encouraged to visit the microsite [www.MizaniTrueTexturespro.com](http://www.MizaniTrueTexturespro.com) to upload an image, their salon details, and share the meme on Facebook, Twitter or Instagram. They can also list their salon on Mizani.com’s salon locator for future reference and connect with MIZANI’s professional retail partners distributing the product line.

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#### **ABOUT IVY DIGITAL**

Ivy Digital is a boutique agency made up of innovators who have a combined 50+ years of experience developing stories and solutions for beauty, health, entertainment, travel, fashion, foodie and non-profit cultures. They are Cultural, Social, Storytellers who enable brands to define their digital DNA by strategically sharing their stories and systematically growing their social influence. For more information, visit [www.Ivydigitalllc.com](http://www.Ivydigitalllc.com).

#### **ABOUT MIZANI**

MIZANI, the professional authority for all curl textures, is a premium collection of hair care, specialized treatments and conditioning styling products. Voted favorite Multi-Cultural Company for five consecutive years at the Stylist Choice Awards, MIZANI is recognized by industry professionals as the salon-exclusive experts in caring for textured and sensitized hair. The central concept behind MIZANI is rooted in its name, which means, “balance” in Swahili. All products are formulated to work gently to balance the levels of moisture and protein to the hair ensuring that it is healthy looking and beautiful. Developed in 1991, MIZANI is a professional products division of L’Oréal USA available to licensed stylists through authorized distribution. For more information, visit [MIZANI.com](http://MIZANI.com).

For more information about the meme, visit: [www.MizaniTrueTexturesPro.com](http://www.MizaniTrueTexturesPro.com).

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