

Indique Hair Partners with Miss Jessie's to Power the [It's Natural] Summer Beauty Campaign



ATLANTA, GA - (pitchengine.com) May 2014 -Two iconic beauty brands, Indique Hair, one of the leading premium hair extension brands in the United States and Miss Jessie's, one of the first hair care companies to cater exclusively to curly hair, launch the national It's Natural beauty campaign taking place digitally and in all Indique Hair retail boutiques nationwide throughout the entire month of May. Just in time for Summer, the It's Natural beauty campaign empowers women to embrace protective styling methods that promote healthy hair without foregoing the desired textured curls, coils and kinks look. For the entire month of May, visit any Indique Hair boutique to try Miss Jessie's hair products, receive a personal consultation with an Indique Hair expert or view our Summer ready hair tips below.

The It's Natural Campaign was created to educate and show light on protecting the hair under one's protective style as well as techniques for taking care of textured additions. Miss Jessie's launch of their all new MultiCultural Curls product along with Indique Hair showcasing their variety of naturally textured hair provides style solutions for the girl who is transitioning or is already natural. The Summer is the perfect time to give your naturally grown hair much-needed rest from heat, over-styling and harsh environmental elements. Wearing protective styles enables you to achieve versatile Summer ready hair in minutes, perfect for the on-the-go woman, multi-tasking mom, fitness maven or savvy trendsetter.

For more information visit www.IndiqueHair.com/Its-Natural and to join the conversation the Twitter/ Instagram Handle is @ILoveIndique, @Miss_Jessies and Hashtag is #ItsNatural.

ABOUT INDIQUE HAIR

With a winning combination of hair experts and stylists, and more than 25 years of industry experience, Indique Hair International provides 100 percent virgin human hair that is natural and of the highest quality. With an impressive client base that consists of Lady Gaga, Lala Vasquez, Rihanna, Ciara, Jill Scott, Brandy and more, Indique Hair's unique Indian virgin and natural human hair extensions are lustrous and tangle free. Indique Hair International is the only company that produces hair extensions at the source, with headquarters in India; Indique Hair has free-standing boutiques in Atlanta, Boston, Brooklyn, Chicago, Houston, Los Angeles, Queens, Silver Spring, Soho, South Orange, Pelham, Philadelphia and South Africa. For more information visit www.Indiquehair.com.

ABOUT MISS JESSIE'S

Miss Jessie's, the proven expert in curls, was founded in 2004 by sisters and professional hair stylists (Titi and Miko Branch), and is based in New York City. This natural curl sensation happened by chance when new mom, Miko, began sporting her naturally curly hair because baby bath time splashing made it impossible for Miko to maintain her straight styled hair. Rather than fight her curls, Miko gave in and embraced them. Her sister, Titi, followed suit, and made the transition from straight to curly. Soon, their salon guests took notice and demanded the same curly look, but there were no products on the market for naturally curly hair maintenance. Every product was devoted to straight styling or blow outs. Recognizing a void, Miko and Titi took it upon themselves to find solutions for curly, wavy and kinky hair maintenance. Thus, Miss Jessie's and its assortment of curl-care products were born. Miss Jessie's high-end, salon quality products were inspired by (and named after) Miko and Titi's sassy independent grandmother, affectionately known by all as "Miss Jessie." MissJessie's remains dedicated to sharing styling knowledge and tips via live phone support from a Miss Jessie's "Curl Counselor." To learn more about Miss Jessie's, please visit <http://www.missjessies.com>.

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