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INDIQUE HAIR INTERNATIONAL LAUNCHES ONLINE HAIR AND BEAUTY BOUTIQUE FEATURING THE PURE™ COLLECTION

Previously Available Only In Salons, The PURE Collection, The Industry's Finest Virgin Remy Hair Extensions Are Now Available Direct To Consumers Through New Web Store; Indique Hair International Attends Bronner Bros. International Beauty Show

NEW YORK -- February 8, 2008 -- [Indique Hair International](#), the company raising the bar for trends with the latest human hair technology, today announced it will launch an online hair and beauty boutique allowing consumers, for the first time, to purchase the PURE™ Collection of fine, virgin, Remy hair. Additionally, Indique Hair International will be exhibiting at the [Bronner Bros. International Hair Show](#), a global event to be held Feb. 9-12, at the Georgia World Congress Center in Atlanta, Ga. Indique Hair International representatives will be available for meetings in booths 333-335.

"Indique Hair International's PURE Collection is the finest hair in the market and has been steadily gaining popularity with stylists and their customers who desire premium virgin hair to complement their look," stated Ericka Dotson, co-founder and director of Marketing, Indique Hair International. "With the launch of our online hair and beauty boutique, Indique Hair International makes it easier for consumers to enhance their look with our straight, wavy and curly textures. We are thrilled to offer this exceptional product direct to consumers online and to debut our PURE Collection at Bronner Bros. International Hair Show, one of the largest hair shows in the world."

In addition to the PURE Collection, the online hair and beauty boutique will feature styles, beauty tips, featured stylists and an online style consultant. Consumers will upload an image of the style they want to achieve with extensions and an online consultant will advise them on which hair texture and lengths work best to complete the look. The online boutique will also expand to include additional beauty and accessory products such as eyelashes, hair products, salon wear and more.

Indique Hair International's Remy hair extensions are unparalleled because the virgin hair used has all cuticle layers running the same direction from root to end. This ensures that the extensions behave exactly like a woman's own hair and guarantees natural wave, fullness, luster and remarkable usability. Both light in weight and supple, Indique Hair International hair maintains a natural flow and movement. Chemical free, Indique Hair International hair enhances the length, color and texture of natural hair for a flawless and refined weave or hair extension style. Additionally, Indique Hair International hair can be reused up to a year and can be washed, blow dried, curled, flat ironed, colored and permed.

Hair in the PURE Collection is available in 10” to 24” lengths and in rich, virgin hair color. Not only will consumers be impressed with the quality of Indique Hair International extensions, but the presentation of the product was also given much consideration. Indique Hair International hair is carefully arranged in unique tube shaped packaging, the first of its kind in this industry, to offer a visual impact of its luxurious nature.

For more information about becoming a distributor, to purchase Indique Hair International products or to meet with representatives attending the Bronner Bros event, call 1.877.556.4247 or visit <http://indiquehair.com/indique/shop.do>.

About Indique Hair International

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. Luxurious Indian hair is a cultural heritage that reaches back thousands of years. The hair comes all the way from South India where women groom their hair in traditional herbal oils such as amla and coconut oil and never expose their hair to chemical treatments. The women voluntarily donate their hair to their community temple and the temples in turn distribute proceeds from the hair sales to the community at large. Indique Hair International’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 International has sales offices in Boston, New York, Miami and Texas. For more information contact our sales department by phone at 1.877.556.4247 or visit <http://www.indiquehair.com>.