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Indique Hair partners with Denman Brush for a month long campaign called Brush Crush

(New York - March 5, 2015) Indique Hair, the top provider of premium hair extensions globally, partners with Denman Brushes for a multi-level global campaign called BrushCrush. The beauty industry titans collaborate for a series of videos, a private stylists event, the BrushCrush challenge, product discounts and giveaways. The campaign kicks off on March 10th.

"Denman brushes have always been my staple styling tool. We are excited to collaborate with a company endorsed by hairdressers all over the world," states Ericka Dotson, Indique Co Founder and Creative Director.

The videos feature industry experts highlighting the various brush attributes as well as quick styling tricks.

The social media contest launches simultaneously with the campaign. Contestants must follow @iLoveIndique on Instagram for a chance to win a complete set of seven Denman Brushes, and a tube of Indique Hair.

For the BrushCrush Challenge, Indique and Denman invites three of Atlanta's top stylists to participate in a three round styling challenge (timed) where they have to use a Denman Brush and specific tools to create the designated look. The styles will be judged by industry experts on originality, presentation and overall trend interpretation. The winner will be announced on March 25th.

For more information about the Brush Crush campaign, visit <https://www.indiquehair.com/denman-brush>. Please submit all press inquiries to Trévon Williams at press@indiquehair.com.

About Indique Hair

With a winning combination of hair experts and stylists, and more than 25 years of industry experience, Indique Hair provides 100 percent virgin human hair that is natural and of the highest quality. With an impressive client base that consists of Lady Gaga, Solange Knowles, Kelly Rowland, Chanel Iman, Zendaya & Rihanna, Indique Hair's unique virgin and natural human hair extensions are lustrous and tangle free.

www.indiquehair.com

About Denman Brushes

Denman Brushes are designed by hairdressers for hairdressers. This continues to be the driving philosophy of Denman. Their brushes are used, enjoyed and endorsed by stylists in more than 60 countries worldwide confirming Denman as the hairdressers hairbrush.



PRESENTS

#brushcrush