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*Beautiful  
Textures*

*Indique*  
VIRGIN HAIR EXTENSIONS

**BEAUTIFUL TEXTURES™ AND INDIQUE VIRGIN HAIR EXTENSIONS PRESENT THE PERFECT BLEND  
FIRST-EVER COLLABORATION BETWEEN POWERHOUSE HAIR BRANDS DEBUTS AUGUST 13-18  
OFFERING WOMEN THE ULTIMATE OPPORTUNITY TO PROTECT THEIR NATURAL HAIR WHILE  
WEARING LUXURY HAIR EXTENSIONS**



**AUGUST 13, 2014, SAVANNAH, GA** - Beautiful Textures™, the leading hair care innovator for women of color with curly, coily or kinky hair, has joined forces with luxury hair extension line Indique for a unique collaboration offering women the opportunity to flawlessly blend their protective styles with their natural hair. The Perfect Blend is the first-ever collaboration between Beautiful Textures and Indique, utilizing Beautiful Textures' revolutionary Beautiful Textures Naturally Straight Texture Manageability System (TMS) and Indique's array of luxury virgin hair extensions. The limited run collaboration debuts today, Wednesday, August 13, through Monday, August 18.

Campaign highlights include a how-to video that will be available online at Beautiful Textures and Indique's respective websites and a chance for consumers to enter a contest for a chance to win the

complete Beautiful Textures line of hair treatments and styling aids along with two tubes of Indique virgin hair extensions, representing a value of approximately \$600.

“Protection, versatility and style are the three areas that the Perfect Blend collaboration between Beautiful Textures and Indique addresses,” says Charlene Dance, global marketing director Strength of Nature, Beautiful Textures’ parent company.

Women can be assured that while using the Texture Manageability System under their extensions, their natural hair is protected and primed for easier detangling when the time comes to switch up their style and remove their extensions for a different look.

“Indique Hair is pleased to partner with Beautiful Textures to present The Perfect Blend,” says Ericka Dotson, Co-Founder & Global Creative Director of Indique. “This campaign is designed to encourage women to think about the condition of their hair while wearing extensions and to understand that their natural hair can be maintained while they simultaneously enjoy the versatile and stylish array of extensions that Indique offers.”

*Curly  
on The  
Beach*

Looking for the perfect hair texture for your protective style that will actually match your curl pattern? For naturals who want elongated defined curls, the **Texture Manageability™ System** also helps lengthen a tight curl pattern. With the Texture Manageability System and Indique's Coil/Organic Curl texture, blending has never been so easy!

**INGREDIENTS:**  
Texture Manageability System  
2 tubes Indique BOUNCE Coil Curl or  
2 tubes of BOUNCE Organic Curl

Enter for a chance to win two (2) tubes of Indique Hair and the full Beautiful Textures line when you share this badge and use the hashtag #PerfectBlend to describe why you love hair versatility.

*#PerfectBlend*

*Beautiful Textures* AND *Indique*  
VIRGIN HAIR EXTENSIONS



# Relaxing Smoothie

Ever get frustrated with your leave-out blending with your extensions when wearing a straight look? We have the perfect recipe for you.

With the **Texture Manageability™ System** and Indique's Relaxed Straight texture, blending has never been so easy!

Enter for a chance to win two (2) tubes of Indique Hair and the full Beautiful Textures line when you share this badge and use the hashtag #PerfectBlend to describe why you love hair versatility.

#PerfectBlend

Beautiful  
Textures

AND

Indique  
VIRGIN HAIR EXTENSIONS

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## About Beautiful Textures

Enriched with soothing Aloe Vera, the strengthening power of Coconut, Olive, Soy and Argan Oils as well as softening Shea and Mango Butters, Beautiful Textures addresses the needs of consumers with kinky-coily, curly, wavy and frizzy hair patterns, providing solutions that will help them achieve versatile hairstyles. Beautiful Textures is comprised of 10 moisture-rich products (Tangle Taming Moisturizing Shampoo, Tangle Taming Leave-In Conditioner, Curl Control Defining Pudding, Curl Definer Mousse, Moisture Butter Whipped Curl Crème, Rapid Repair Deep Conditioner, Curly to Straight Flat Iron Silkener, Shine & Silken Growth Oil, Naturally Straight Texture Manageability™ System and Edges to Ends Silkener) that prevent breakage, define curls, smooth tresses and promote maximum growth. Available in stores now, each product retails for less than ten dollars. The Beautiful Textures product line is now available at Walmart, Walgreens, Sally's Beauty Supply and local beauty supply stores.

## About Indique Hair

With a winning combination of hair experts and stylists, and more than 25 years of industry experience, IndiqueHair 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; IndiqueHair has free-standing boutiques in Brooklyn, Soho & Little Neck in New York, New Jersey, Philadelphia and Boston. For more information visit [www.Indiquehair.com](http://www.Indiquehair.com).