



PuffCutt®

THE *Only* HAIR CLAMP FOR THICK, CURLY,
OR TEXTURED HAIR®

2019 MEDIA KIT

INTRODUCING PUFFCUFF

ABOUT THE PRODUCT

PuffCuff is an easy-to-use simple hair clip that creates a variety of gorgeous, stylish up-dos, buns and ponytail styles for curly hair without breaking, snagging or ripping hair out or causing a headache. The PuffCuff's unique patented circular design locks into the texture or curl of the hair with its gentle teeth, never pulling or cinching the hair like most other hair accessories. With four sizes to choose from, this unisex tool meets the needs of a multicultural society who desire healthier styling options.

OUR STORY

The concept for PuffCuff was born out of necessity in 2006 when Ceata, our Founder & Inventor, stopped chemically straightening her hair. "It was impossible to find accessories to accommodate the thickness and texture of my hair." Her research revealed men, women, and children with curly hair all were experiencing the same styling woes. The need for an easy-to-use styling tool that could achieve quick looks without causing headaches or hair damage became apparent.

Ceata couldn't imagine herself inventing, producing and retailing it all on her own, but inspiration moved in. In the fall of 2011, after being diagnosed with congestive heart failure; Ceata's 99-year-old grandmother came to live with her family. "My grandmother was my heart, and I loved her dearly. In our quiet moments together, we discussed, Did she do everything she wanted to in her long life? Did she pursue all her dreams?" The answer was a resounding and confident, "YES." Ceata wasn't so sure she'd feel the same way if she put her idea on the shelf. She decided she had to try.

PuffCuff LLC launched in August of 2013 and available for purchase six months later.

Ceata is the first African American Woman granted two patents for a natural hair accessory. In 2018, the PuffCuff GRIPS Design Patent application was submitted and received by the US Patent and Trademark Office. Also in 2018, Ceata was named of President's Innovation Award winner after applying to Sally Beauty Cultivate Program pitch competition. The President's Innovation Award granted PuffCuff fast-track distribution to all 3000 domestic Sally Beauty retail stores and on SallyBeauty.com.

PuffCuff has had tremendous success via word of mouth from their many satisfied customers and has developed a cult following among curly-haired people globally.





COMPANY OVERVIEW

PROFILE

PuffCuff LLC was founded in Romeoville, IL in August of 2013. The company moved to metro Atlanta, GA in June of 2014. PuffCuff Hair Clamp is manufactured in the USA and can be purchased online via our website, www.thepuffcuff.com, SallyBeauty.com and Sally Beauty retail stores.

LEADERSHIP



Ceata Lash is the founder and inventor of the PuffCuff Hair Clamp. She has over 20 years of experience as a Graphic Artist and is the first African American Woman granted two patents for a natural hair accessory with a third pending. Ceata is a highly skilled designer, creative thinker, and executor of powerful ideas. As PuffCuff's creative director, she oversees both the marketing and social media teams producing robust content and viable brand recognition.



With over 25 years of senior leadership experience in the Global Technology Network within the financial and insurance sectors, **Garrett Lash** is now the Chief Executive Officer of PuffCuff LLC. He is responsible for acquiring new business, guidance in the area of operations, financial planning, budgeting, cash flow, and policy creation — Garrett aides in the development of strategic goals and objectives, and overall management of the company.

With over 20 years of marriage, Ceata and Garrett currently live in the metro Atlanta area with their three handsome sons.



WHY PUFFCUFF?

FACTS

- Existing products are designed for use with straight, thin hair. They have tightly spaced teeth, or they cinch hair to give it bulk.
- With PuffCuff outward pressure from hair, density acts upon clamp to keep it closed. The clamp does not cinch hair to the smallest point of resistance, placing no pressure or tension on the head. PuffCuff stays in place. It does not cause friction that results in hair damage.
- Concave design matches head-shape for a comfortable fit.
- Short teeth designed to lock into hair texture to hold the clamp in place. They do NOT glide through or snag the hair like tightly spaced teeth of a comb or banana clip
- HOW TO USE: Gather hair with hands as if making a ponytail. Insert teeth of PuffCuff into the hair. Repeat on opposite side. Hook closed. Release and fluff hair to get the maximum puff.
- Global: 65% of the world's population has curly textured hair
- The total spend of global hair care market is \$17B. Ten percent of this market consists of products that PuffCuff can successfully replace.
- Over 150K units sold

“ *Loving my PuffCuff everyday!*

– RACHEL E.

Got mine today in the mail. So far I've slept, went down a water slide and swam. It's still on and comfortable....!!!!

– TEVIS M.

Did an up-do with my #PuffCuff this weekend!! Loved it!

– ATIYA B.


I got my #PuffCuff last week and I love it! It's perfect for exercising! My hair stays in place and it's not tight at all. Thanks!

– NIKI T.



POPULAR PUFFCUFF VIDEOS


Our videos are very popular and help illustrate our story and how to use the product for different hair types. Click on the thumbnails to view each video. **Our YouTube channel has received over 558K views.**




Extra High Puff with PuffCuffs Original and Junior

105,938 views

113 35 SHARE SAVE ...


 **The PuffCuff Hair Clamp**
Published on Apr 18, 2018

It is possible to achieve a puff with significant height without bands or shoestrings. Watch how Ceata achieves this look using the Puff Cuff Original first and then adding the Puff Cuff Junior. No tension, no headaches.



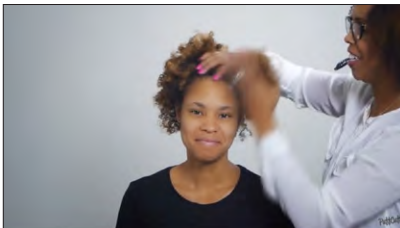
PuffCuff styling demo with Type 2 Hair

The PuffCuff Hair Clamp
2,593 views




PuffCuff styling demo with Type 3 Hair

The PuffCuff Hair Clamp
1,652 views



PuffCuff styling demo with Type 4 Hair

The PuffCuff Hair Clamp
5,736 views



PuffCuff styling demo with Type 5 Hair (Locs, Twists or Braids)

The PuffCuff Hair Clamp
1,835 views



AS SEEN IN...

[CLICK ON LOGOS TO SEE PUBLISHED ARTICLE/PIECE](#)



OUR NETWORK & SOCIAL FOLLOWING

Our founder's marketing expertise and personal connection to the products strengthen the PuffCuff brand and enable us to drive both the African-American natural hair audience and all curly hair audiences to purchase.

➤ PUFFCUFF WEBSITE, BLOG, & NEWSLETTER

Sophisticated website, blog, and newsletter developed by founder help market to both end customers and potential wholesale and marketing partners.

➤ INFLUENCER / AFFILIATE PROGRAM

Creative marketing and customer education opportunities through influencer and affiliate programs that convey authentic experiences with PuffCuff products and foster an online community.

➤ PRESS & EVENTS

Several publications with product features and interviews with our founder, as well as event marketing promote the PuffCuff story and enable us to reach new customers

➤ SOCIAL MEDIA & VIDEO BROADCASTS

Thousands of consumers engaged through customer testimonials, tutorials, and company news on Facebook, Instagram, YouTube, Pinterest, Twitter, and through a monthly live product Q&A with our founder on Instagram Live.

 **50K FACEBOOK**

 **48K INSTAGRAM**

 **2.5K TWITTER**

 **1M WEBSITE VIEWS**

 **132K PINTEREST VIEWS/MONTH**

 **556K YOUTUBE VIEWS**

 **22K EMAIL SUBSCRIBERS**



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TO FIND US ON SOCIAL

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WEB ADDRESS

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#DITCHTHEBAND

GATHER IT, PUFFCUFF IT AND GO!

