

PuffCuff Puts a Twist on the Banana Clip and Gets Featured as an Emerging Brand at IBS New York

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ATLANTA, March 4, 2015 /PRNewswire/ -- Designed for women with thick, curly and textured hair, the PuffCuff Hair Clamp is emerging as a new hair accessory designed to solve the woes of women frustrated with seeking a way to gather their curls into a ponytail or up do. Released in 2014, the product will make its national debut at the International Beauty Show in New York on March 8-10, 2015.

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To its customers, the PuffCuff solves the problem of helping them achieve stylish or professional looks without cinching, pulling out or damaging their hair. The entire idea of the PuffCuff came from a woman who knows this experience all too well. In 2007 the company's founder, Ceata Lash, was transitioning from relaxed to natural hair. After trying multiples of existing hair accessories, she found that there was no product made to bundle her thick, natural curls. Years later, she launched focused groups and conducted product research to launch the PuffCuff.

The PuffCuff can be seen as a remixed, new and improved upgrade and alternative to its predecessors—the banana clip and the elastic hair band. But the PuffCuff is no banana clip, its wide teeth are designed to gently cuff the hair into styles that are unique and modern. Recommended for use in children (over age 3) to adults with 2C to 4C hair types, this unisex product has gained mass appeal not only across the United States, but also in Europe and South America. The product itself is made of a lightweight, high impact resistant plastic that is designed with a contour fit.

PuffCuff hopes to gain a stronger foothold to a broader audience and its entry into IBS New York may give it an opportunity to do so. The company envisions growing a brand that promotes strong, healthy hair. PuffCuff's founder says, "I'm always in awe of the positive response PuffCuff receives. We are so excited about the upcoming release of our highly requested smaller size PuffCuffs

and the launch of our new and improved website. Our goal this year is to make a significant impact to the hair care industry by being the first company to offer hair accessories specifically made for curly, textured hair."

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