



CONTACT:
Suzette Schermer
612-695-4528
pr@mydevacurl.com

New DevaCurl Styling Essentials Deliver Hydration and Definition

NEW YORK, NY, January 3, 2012 – Leading curly hair care company, DevaCurl, begins a new year of innovative product development with the introduction of its DevaCurl Styling Cream and DevaCurl Spray Gel. The styling cream promises to add curl hydration while the spray gel can be used for enhanced curl definition.

“Last year was an incredible year for growing and expanding the availability of DevaCurl products and services designed to meet the demands and expectations of professional curly stylists and individuals with curly hair,” said William Ludwig, DevaCurl president and COO. He added, *“In addition to the DevaCurl Spray Gel and DevaCurl Styling Cream, more product launches, curly services, progressive marketing and distribution initiatives are planned in 2012 as we continue our goal of serving as the innovative curly hair leader and go-to resource for everyone seeking more information about caring for curly and wavy hair.”*

An Ultra Hydrating Styling Cream

The new DevaCurl Styling Cream provides a nourishing boost of hydration that instantly conditions, styles and shapes curls for a naturally soft, frizz-free hold. The product works as a universal styling cream, but is especially effective in softening the tighter, Botticelli and Corkscrew varieties.

A Curl Defining Spray Gel

For those seeking greater curl retention, the DevaCurl Spray Gel delivers a combination of definition, hold and lift. The lightweight and alcohol free formula enhances waves and curls without the “crunchy” side effect of similar styling products. DevaCurl Spray Gel is suitable for all curl types, particularly S’wavy and Wavy curl types.

All DevaCurl products, including the new DevaCurl Styling Cream and DevaCurl Spray Gel are free of silicones, parabens and sulfates. They are infused with a natural blend of botanicals to restore moisture and are ideal for all curl types. For more product information and expert styling tips, visit www.mydevacurl.com.

DevaCurl Styling Cream and DevaCurl Spray Gel are available in select professional salons across the United States and Canada. Visit www.mydevacurl.com for locations or more information. For the latest company news and information, follow DevaCurl on Facebook and Twitter.

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About DevaCurl

DevaCurl offers a complete collection of products designed exclusively for curly, wavy and chemically processed hair to rejuvenate and restore curls to their natural order. The DevaCurl story and its unique collection of curly products originated with thousands of enthusiastic curly clients at our Devachan Salons in the trendy SOHO district of NYC. The innovative DevaCurl collection of sulfate, silicone and paraben-free conditioning cleansers and styling products address curly hair's specific needs using healthy oils and botanical extracts that cleanse, hydrate and lock-in moisture. For more information, visit www.mydevacurl.com.