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DevaCurl Announces New Director of Education and
Corporate Accounts Manager

NEW YORK, NY, August 15, 2011 – DevaCurl announces two key hires to its Education and Corporate Accounts divisions. Colleen Camp was appointed the company's director of education and Heather Garnett its corporate accounts manager.

"We are pleased to add Colleen Camp and Heather Garnett as key members of the passionate, professional DevaCurl team," said William Ludwig, DevaCurl president and COO. *"Their combined expertise will enable DevaCurl to focus on opportunities for increasing brand awareness and advancing our unique educational opportunities for professional curly stylists."*

Ms. Camp will oversee all aspects of DevaCurl Education including fiduciary responsibility and management of educational services and training programs. Ms. Camp is an accomplished leader and business owner with more than 18 years experience in salon and retail education. In previous positions, including vice president of education and senior education director with BeautyFirst/Pure Beauty and the Regis Corporation, Ms. Camp developed talent acquisition strategies, created online learning and education programs, and facilitated national education conferences. In addition, Ms. Camp owned and operated a salon recognized by *Salon Today* as one of the country's top 200 fastest-growing salons.

Ms. Garnett assumes a newly defined position for DevaCurl. As the company's first corporate accounts manager, she will lead efforts to expand business opportunities with current regional and national accounts. Her responsibilities also include developing new business engagements and contributing to strategic brand planning. Ms. Garnett joins DevaCurl from Minneapolis-based Regis Corporation where she served as a product manager for its multi-million dollar Personal Care business line.

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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