

DevaCurl

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DevaCurl Launches MyDevaCurl.com

Award-winning curly hair care brand creates a new online presence

NEW YORK, NY, July 26, 2011 – DevaCurl, a leader in innovative curly hair care products today announced the launch of www.mydevacurl.com. The site was created to help users identify and select the right DevaCurl products to suit their specific curl type and lifestyle.

“The DevaCurl website will evolve to become a premiere destination and resource for everyone seeking more information about caring for curly and wavy hair.” said William Ludwig, DevaCurl president and COO.

Informative and fun, the homepage greets visitors with a sleek design, enhanced navigation and a fresh layout. Rotating banners highlight the newest DevaCurl products and promotions while reinforcing the company’s commitment to the curly lifestyle.

New website features also include:

- Step-by-step curl care videos and professional styling tips, including those created by Lorraine Massey, a DevaCurl co-founder and best-selling author of *Curly Girl: The Handbook*
- Intuitive product pages that include the company’s signature Deva 3-Step; enhanced product images, detailed ingredient information, and application tips
- Google mapping software to locate Deva Inspired Stylists and authorized DevaCurl retailers across the country
- Curly Hair Gallery featuring before and after curl transformation photos
- Media highlights captured from magazines, television, video and the web

In response to the demand for professional education and retail partnerships, the company added a secure Salon Professional section. Professional hair stylists and retail partners can access the latest DevaCurl product information, promotional events and continuing education updates. Printable materials include material safety data sheets and branded assets including logos, product images, and press clips.

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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