

J & WHITE ASSOCIATES

Distinctive Representation

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FOR IMMEDIATE RELEASE:

COLOR WOW LAUNCH EXCEEDS ALL EXPECTATIONS AT ULTA

J. White & Associates is pleased to announce the launch of Color WOW, available exclusively at Ulta and QVC. The product—brainchild of the talented London/USA-based Federici Brands team—is a unique powder-based root cover, accompanied by a full range of Color Security shampoos and conditioners.

“ColorWOW is the perfect fit for Ulta,” states Brian Denby of J. White & Associates. “Ulta’s customer wants cutting-edge, top-quality products that address her needs. Color WOW enables their customer to cover her root growth—regardless of her hair color—and maintain that ‘just out of the salon chair’ look between visits. There is simply nothing like it on the market, and one of Ulta’s top category managers told me (after only two weeks on the shelf) that this is one of Ulta’s most successful launches in five years. That’s powerful.”

J. White & Associates, based in Charlotte, NC, is a national firm specializing in placing emerging market leaders with key distribution partners. J. White & Associates supports the Common Good Foundation™. To contact J. White & Associates, call (704) 335-1502 or e-Mail sales@jwhite-assoc.com.



J. White & Associates — *THE link between innovative manufacturing and targeted distribution.*

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