

FOR IMMEDIATE RELEASE:

PURE Hair Incorporated™ partners with MAKA Beauty Systems to expand distribution to the Southwestern United States.

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Santa Monica, California – June 7, 2010– PURE Hair Inc. announces its distribution partnership with MAKA Beauty Systems in Chandler, Arizona. MAKA will distribute PURE Hair Inc. products including PURE Extensions and PURE Radical lines of 100% human hair extensions and supporting products. Founded in 1991, MAKA Beauty Systems is a family-owned company. MAKA is the Southwest's largest independent dealer of professional beauty products with eight store locations and sales consultants in Arizona, New Mexico, Nevada and Utah.

PURE Extensions is the first hair extension company to recognize and act on its responsibility to the environment. Located in Santa Monica, CA, PURE Hair Inc. provides the finest quality Remy human hair extensions with a completely non-damaging application process, ground breaking online certification program and an eco-conscious packaging approach. Recent product launches include the PURE Online Certification program narrated by Vivienne Mackinder and the Radical Creativity Kit. More information is available at www.pureextensions.com and www.pureradicals.com

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