

FOR IMMEDIATE RELEASE:

Charlie Price for Pure™ Extensions 2010 NAHA Finalist – Avant Garde

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Santa Monica, California – April 29, 2010 – PURE Hair Inc. proudly announces that its recent collaboration with Charlie Price has been selected as a 2010 NAHA Finalist in the Avant Garde category. The amazing photography of the final images was provided by BABAK. The NAHAs – North American Hairstyling Awards – are the most prestigious photographic beauty competition in North America. Winners will be announced July 18, 2010 at the NAHA Awards Ceremony in Las Vegas.

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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