



MEDIA CONTACT:
Dev Rice
Sexy Hair
818-435-0823 (Office)
310-437-9393 (Cell Phone)
devr@sexyhair.com

THIS SEXY HAIR® MAKEOVER IS NO SECRET

Top Sellers from Trade Secret get a Hollywood Makeover from Michael O'Rourke

(CHATSWORTH, Calif.) – From March 23 through March 25, Sexy Hair treated Supervisors and Regional Managers from the national hair care chain **Trade Secret** to a trip to Hollywood, California and a star-worthy makeover by **Sexy Hair Founder Michael O'Rourke**. The lucky attendees were winners of an annual sales contest, which rewards the two Trade Secret regions that show the largest percentage increases in sales over the previous year.

The highlight of the trip was a day of pampering at the Sexy Hair's Institute of Courage, located in the lush Topanga Canyon area of Los Angeles. Trade Secret attendees received new haircuts and styles by O'Rourke and Sexy Hair Master Artist of the Year, Ian Browning, with a makeup artist was on hand to complete each attendees new look. The three day trip also included a stay at the Renaissance Hotel, located in the heart of Hollywood, a poolside welcome party and a lot of great Hollywood shopping.

"I really loved this group's energy—they're so much fun to be around. Their response was so gracious, and they're huge fans of Sexy Hair," says Sexy Hair's **Vice President/National Accounts Jennifer Parks**.

Sexy Hair® introduces new celebrity faces for 2009 – Former "American Idol" and Country Music Star Kellie Pickler and Cheryl Burke of "Dancing with the Stars." Joining Girlicious and indie rock band Close to Home, Pickler and Burke's lucrative contracts will feature them in Sexy Hair ad campaigns, promotional materials and publicity.

Sexy Hair® puts high-quality products right into the hands of celebrity hairstylists with a whole new styling philosophy. Hollywood stylists include Gwyne Redner ("The O.C." and "Private Practice"), Lisa Marie Rosenberg ("Desperate Housewives"), Mary Guerrero ("Dancing with the Stars"), Emmy Award Winner Michael Moore ("Cane"), Cynthia Romo (Vanna White, "Deal or No Deal") Carla Dean ("N.C.I.S."), Tena Parker ("How I Met Your Mother"), Pauletta Lewis-Irwin ("Everybody Hates Chris"), Lucia Mace ("Pirates of the Caribbean 1, 2 and 3"), Brooks Stenstrom (Nancy O'Dell of "Access Hollywood"), Katiejo Kardel, Laurie Cacioli and Wayne Bilotti ("One Life To Live"), Mary Ann Valdes ("Miami Vice" and "Ugly Betty"), Margaret Dempsey ("The Tonight Show"), Emilo Uribe (Gloria Estefan and Beyonce), Suzana Neziri ("Sex and the City"), Jacklin Masteran ("Cold Case" and "Bedtime Stories" starring Adam Sandler), Kim Anderson ("General Hospital"), Kent Nelson ("Studio 60"), Linda Flowers ("Entourage," "The Fast and the Furious 3" and "Samantha Who?"), Emmy Award Winner Michael Moore ("Cane"), Joy Zapata ("Big Love") and Maggie Hayes ("Las Vegas").

Sexy Hair® products, including Big, Curly, Healthy, Strong, Short, Silky, Straight and Simply Sexy Hair, Sex Symbol® and Aero Tan® are available in more than 25 countries. Retail sale of Sexy Hair products is authorized only in professional beauty salons, including chain salons such as Regis, Ulta, Beauty Brands, Fantastic Sams, JC Penney Salons, Fiesta Salons, Beauty First, Great Clips and Chatters and Trade Secret. For more information on all Sexy Hair products and where to find them, please visit the website at www.sexyhair.com or call (800) 848-3383.

Photo 1: Sexy Hair Founder, Michael O'Rourke and Trade Secrets' Jocelyn Horst
Photo 2: Sexy Hair's Ian Browning and Trade Secrets' Kristy Wallace
Photo 3: Michael O'Rourke works his Big Sexy Hair Spray and Play