

PRESS RELEASE FOR IMMEDIATE RELEASE

Atlanta Based Company Creates a Snazzy New Way to Color Hair without using a drop of Hair Color

An award-winning hair designer launches a revolutionary line of non-damaging temporary clip-in hair color in a wide variety of vivid and beautiful colors.

(Atlanta, GA, USA) November 2, 2009– Atlanta-based *Gorgeous Strandz, Inc.* has just introduced an innovative natural hair color product that is non-permanent and promises to add an instant dash of color and fun to any hair style. *Snazzy Lites* are non-damaging clip-in hair colors that are made of 100 percent real human hair, and they can be flat-ironed, curled, or braided just like natural hair for head-turning style that is totally gorgeous but conveniently temporary.



Brenda Waters – whose internationally acclaimed hair designs earned her a prestigious *Golden Scissors* award – created *Snazzy Lites* along with business partner Quawanza Cotton, the co-owner of *Gorgeous Strandz*. The two women were inspired by what they saw as a compelling need for a solution to the hair coloring dilemma faced by many hair salon clients. Frequently girls, boys, women, and men want to enjoy stunning and exciting hair color – but they do not want to risk damaging their healthy hair with bleaches and dyes. They also don't want to make a permanent commitment to color, but want to be able to add it for those special events. That is especially true for younger clients whose parents may strongly object to permanent and radical-looking hair color.

“Many kids go through that stage when they want to color their hair some wild bright color which makes some parents cringe,” says Waters. “But those same parents love *Snazzy Lites* because they provide an excellent compromise. Kids can have fun hair color and parents are happy because it is not permanent and does not damage the hair.”

The new *Snazzy Lites* clip-in hair colors are creating a buzz and a sensation this fall. They are the newest rage at high school and college football games. They are also popular with sororities, cheerleading squads, dance teams, and anyone else who wants to change their look or sport some cool colors.

Snazzy Lites are affordable, eliminate the risk of brittle and frizzy bleached hair, and are stress-free because those who use them never have to worry that they might damage their hair or wake up and wish they had their old familiar hair color back. *Snazzy Lites* just add fun and fabulous color that can be styled in any way imaginable.