



Snazzy Lites Kicks Off Pink Hair Campaign for Breast Cancer Awareness Month

Wear pink Snazzy Lites™ colorful clip-in hair extensions to show your commitment to finding a cure

(Atlanta, GA, USA) September 14, 2010– Snazzy Lites announces its Pink Hair Campaign to help raise money and awareness for National Breast Cancer Awareness Month in October. Snazzy Lites will donate \$2.00 of each pink hair purchase to Susan G. Komen for the Cure®.

Snazzy Lites, color clip in hair extensions, a product of Gorgeous Strandz, is made from human hair and can be flat ironed, curled and styled just like natural hair. Snazzy Lites are an excellent way to support breast cancer research. The DIY pink hair extension strands clip into any hair type securely and easily. Available in a variety of vibrant colors, Snazzy Lites is a great way to show support for any cause.

Quawanza Cotton, vice president of Gorgeous Strands, says, “We are excited about raising funds for such a worthy cause. Snazzy Lites is a great pink hair accessory to wear while walking in a Race for the Cure or simply as a fashion statement to show support for Breast Cancer Awareness.” The campaign will start September 15th and run until October 31st. The pink clip-in highlights can be purchased on-line or at participating retailers.

According to the Centers for Disease Control and Prevention in Atlanta, “Aside from non-melanoma skin cancer, breast cancer is the most common form of cancer in women. Breast cancer is the number one cause of cancer death in Hispanic women, [the] second most common cause of cancer death in white, black, Asian/Pacific Islander, and American Indian/Alaska Native women.”

About Snazzy Lites

Snazzy Lites is a part of Gorgeous Strandz hairline. They are a colorful, clip-in hair alternative for individuals who don't want to color through a chemical process. Snazzy Lites are available at select salons or visit <http://www.snazzylites.com>

About Gorgeous Strandz Inc.

Gorgeous Strandz Inc. is the industry leader in healthy hair enhancements. Gorgeous Strandz offers innovational permanent and semi-permanent hair extensions and cutting-edge hair enhancement systems. Methods such as Snazzy Lites provide temporary yet realistic solutions to the most common hair color dilemma. Snazzy Lites allow individuals to add color to their existing hair without using any harsh hair colors.

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