



HAIR THICKENER MERCHANDISER

Atlanta celebrity hairstylist DeShawn Bullard (deshawnbullard.com) developed NouriTress Perfect Hair Vitamins in 1998 for women with hair-loss issues, selling them only in her salon. In 2000, she made the products available online, and earlier this year she debuted her NouriTress Perfect Hair Products in stores.

Bullard, founder, president and CEO of **NouriTress**, spoke at Beauty Expo USA in Las Vegas on Jan. 23. Her line now features Hair Vitamins Plus, which contains dermatologist-recommended amounts of saw palmetto and

biotin. It's marketed as the only vitamin developed with

black women in mind. A Follicle Cleansing Shampoo & Conditioner, a Leave-In Hair Reconstructor and a Shea Butter Hair Moisturizer are also in the six-SKU line.

With her launch into stores, Bullard introduced a retail merchandiser with multiples of each SKU. Learn more by calling 888/489-0179 or visit nouritress.com.