



PRESS RELEASE

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Luster to showcase Pink and YOU Be-Natural at International Hair & Beauty Show!

Luster Products educates women on how to 'Think Pink' and 'Be-Natural' with new Shea Butter & Coconut Oil line and YOU Be-Natural products.

(CHICAGO) - May 9, 2016- [Luster Products Inc.](#) takes center stage when they showcase the launch of their new **Pink® Shea Butter Coconut Oil** and **YOU Be-Natural** products at the [International Hair & Beauty Show](#). The African-American owned hair care brand will have their newly reformulated Pink Shea Butter Coconut Oil line of products and their signature YOU Be-Natural lines available at the International Hair & Beauty Show at the Meadowlands Expo Center in Secaucus, NJ, May 21-22.

Also available will be **Luster's Natural Oils** formulated in Jojoba & Grapeseed, Apricot, Tea Tree and Castor oils that are suitable for cocktailing. These products, for both hair and skin, are produced with rich, natural oils that nourish, moisturize, soothe and protect.

Luster will conduct hair care seminars led by their **Artistic Director Kevin Pendleton**. He and his team of "Pinkologists (stylists) will take the lead in educating guests on Luster's products, providing individualized 'prescriptions' on the appropriate use of the products by hair type, demonstrating the latest hair appliances and even styling guests' hair using trendy pink extensions.

Hair and beauty enthusiasts will be able to purchase Luster products, spin the Luster prize wheel and enter drawings for special gift packages. "We are thrilled to showcase our newest products at the International Hair & Beauty Show this spring," said **Angela Ferguson**, Luster's senior brand manager. Luster's Pink is the product of choice for generations of Black families. With the launch of our reformulated products, we can provide users versatility, whether they have natural hair or wear chemically treated styles. We want our consumers to 'think pink' again and 'get loud' about the exciting changes in our products!"

This past January, Luster introduced **Pink® Shea Butter Coconut Oil**, a new line of products targeted to today's health and ingredient conscious consumer wearing natural and chemically treated styles. The **Pink® Shea Butter Coconut Oil** line includes sought after products that cleanse, condition, style and maintain today's looks with the powerful combination of Shea Butter to moisturize and Coconut Oil to strengthen hair, condition the scalp and promote hair growth. The packaging for all of Luster's Pink® products has also been updated to appeal to today's consumers, who are looking for fresh appealing packaging in addition to key product ingredients with an accompanying irresistible fragrance. Join the conversation about Luster's newest products using the hashtag **#LustersNewPink**.

The International Hair & Beauty Show is recognized as one of the largest and most anticipated hair and beauty shows of its kind, offering a platform for consumers to gain invaluable insight

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and information on the latest trends in natural hair care, techniques, and health and beauty products, and for professionals to refine their skills alongside industry influencers. The event will include over 100 exhibitors, free product samples, free educational classes, a free beauty bar hosted by Hype Hair, celebrity appearances, educational panels, and more. Celebrity Stylist, Derek J; Singer, Author and *R&B Diva* Star, Lil' Mo; *Bravo's Fashion Queen*, Miss Lawrence, Host Déjà Vu of *WBLS 107.5 FM*, Entrepreneur, Tiana Von Johnson, and many other well-known talent and attractions.

*Tickets are \$30 in advance, \$50 at the door and daily show passes are also available for \$100 and \$130. Visit <http://www.ihshow.com> for details.

About Luster Products

Luster® Products, Inc. is the leading African-American owned manufacturer of premium personal care products servicing people worldwide. Luster® Products, Inc. include the Pink® & Smooth Touch® brand, products for women; SCurl®, products for men; PCJ® Pretty-n-Silky & Smooth Roots™ children products; YOU®, unisex products, YOU® Be Natural™ for natural hair and Designer Touch, products for stylists. For more information about Luster Products, visit www.lusterproducts.com. Luster Products, Inc. has served the needs of African American families through its premium personal care products as well as its contributions to the community for more than 50 years. Today, Luster Products employs more than 300 people worldwide. The company's products are sold nationally and internationally through a dynamic sales force and numerous retail outlets.

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