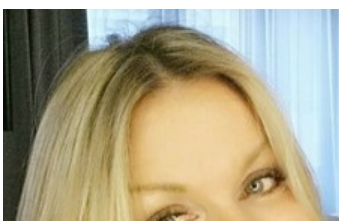


Sally Beauty Supply and Cosmo Prof Announce the Cultivate Cohort of Women Entrepreneurs

Oct 06, 2020

DENTON, Texas, Oct. 6, 2020 /PRNewswire/ -- Sally Beauty Supply and Cosmo Prof announce the four brands selected for the second iteration of the Cultivate Cohort. This accelerator program is designed to empower female-owned beauty brands to bring their visions and business plans to life.

In 2018, the inaugural Cultivate program propelled brands Curlanista and PuffCuff to new heights, transforming them into household names and growing by 3,771 percent and 88 percent over the past year, respectively. As part of the 2020 program, four brands were selected to receive business grants worth a combined total of \$60,000, online distribution at SallyBeauty.com and CosmoProfBeauty.com in October, along with a 4-week virtual boot camp built to set the brands up for success.





Introducing the 2020 Cultivate Cohort:

- **UniQurl** – Formulated for kinky curls, Registered Nurse Alexis Stanley developed UniQurl's hair care line to serve a hair type that has traditionally lacked options. Each product is designed to maintain and nourish naturally kinky hair.
- **True + Pure Texture** – Natural hair expert, celebrity stylist and salon owner Pekela Riley, started her line of luxury hair extensions with a passion to serve women of color from diverse backgrounds. Products are meticulously crafted to develop beautiful, natural hair textures that blend kinks, coils, curls and waves.
- **Peculiar Roots**– Driven by the passion to see locs and natural hairstyles receive the pampering and care they deserve, Tara Darnley founded Peculiar Roots to help others embrace their uniqueness.
- **Pattie Yankee Products**– Celebrity nail artist Pattie Yankee is one of the most sought-after nail experts in the industry and is taking nails to the next level with her line of polishes. The line is a frequent staple on New York Fashion Week runways.

The Cultivate program saw an overwhelming response of applications with many focused on natural hair care to meet the unique needs of the often underserved textured hair consumer. Sally Beauty Holdings has a long history of supporting and launching both female and Black-founded businesses. Sally Beauty is proud to have over twenty-five Black-founded brands including Vernon François, The Mane Choice, Mielle, Design Essentials, and newly added Flawless By Gabrielle Union and Kim Kimble, to name a few.

"We are amazed by the ingenuity found among female entrepreneurs, who are consistently finding creative ways to meet consumer demand during the ongoing pandemic," said Pam Kohn, SVP and Chief Merchandising Officer at Sally Beauty Holdings. "We're proud to be part of each of these brands' incredible journeys in bringing the latest DIY trends to market, particularly at a time when salons and consumers are seeking new solutions."

The company is rewarding the Cultivate Cohort with online distribution and business grants worth a combined total of \$60,000. The winning brands will also participate in a 4-week virtual boot camp focusing on key areas such as merchandising, social media, marketing, ecommerce, store operations and entrepreneurship. Each focus-area of the boot camp was selected to ensure businesses are set up for success and longevity in the beauty industry. Following the boot camp, the winners will present to senior-level Sally Beauty and Cosmo Prof leaders at the Perfect Pitch Capstone event for a chance to receive in-store distribution in select stores.

For more information about the Cultivate Cohort, visit sallybeauty.com/cultivate or [Cosmoprofbeauty.com/cultivate](https://cosmoprofbeauty.com/cultivate).

About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH) is an international specialty retailer and distributor of professional beauty supplies with revenues of approximately \$3.9 billion annually. Through the Sally Beauty Supply and Beauty Systems Group businesses, the Company sells and distributes through 5,062 stores, including 158 franchised units, and has operations throughout the United States, Puerto Rico, Canada, Mexico, Chile, Peru, the United Kingdom, Ireland, Belgium, France, the Netherlands, Spain and Germany. Sally Beauty Supply stores offer up to 8,000 products for hair color, hair care, skin care, and nails through proprietary brands such as Ion®, Generic Value Products®, Beyond the Zone® and Silk Elements® as well as professional lines such as Wella®, Clairol®, OPI®, Conair® and Hot Shot Tools®. Beauty Systems Group stores, branded as Cosmo Prof or Armstrong McCall stores, along with its outside sales consultants, sell up to 10,500 professionally branded products including Paul Mitchell®, Wella®, Matrix®, Schwarzkopf®, Kenra®, Goldwell®, Joico® and CHI®, intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit sallybeautyholdings.com.

SALLY BEAUTY
HOLDINGS, INC.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/sally-beauty-supply-and-cosmo-prof-announce-the-cultivate-cohort-of-women-entrepreneurs-301146710.html>

SOURCE Sally Beauty Holdings, Inc.