

Sally Beauty Awards Mother Daughter Co-Founders Of 'Curlanista' Top Honors In Its Inaugural Cultivate - For Women By Women Accelerator Program

Sep 27, 2018

DENTON, Texas, Sept. 27, 2018 /PRNewswire/ -- Sally Beauty, the largest retailer and distributor of professional beauty products in North America, today announces **Curlanista** has received the top honor in the Sally Beauty Cultivate-For Women by Women accelerator program to help women beauty entrepreneurs grow their business. Curlanista is a hair care brand founded by 13-year-old Lexi Proctor and her Co-founder mother, Monica Proctor, in an effort to care for Lexi's natural born curls. The brand focuses on encouraging young girls to embrace their curls and give them products that treat and enhance them.



Sally Beauty is excited to offer Curlanista products to its customers so that every girl has the opportunity to embrace her curls and feel great about her hair. "We are focused on growing the brand first through our ecommerce channel and then launching stores based on demand," says Carrie McDermott, President of Sally Beauty.

Curlanista will receive \$25,000 in financial support; product distribution at SallyBeauty.com; select local store distribution in Maryland and Virginia; as well as mentorship from the Sally Beauty management team and fellow female brand entrepreneurs. Curlanista will also receive the opportunity to place its products directly into the hands of highly sought beauty influencers at one of Sally Beauty's monthly influencer events.

"Having Sally Beauty as a distribution partner is truly an honor for us. We are excited to join the ranks of female-owned hair care brands that got their start at Sally Beauty. This is a game changer for us," says brand Co-founder Monica Proctor.

"My brand is all about self-love and girl empowerment. Having our products available on SallyBeauty.com will truly show all Curlanistas around the world that they can do anything," says Founder Lexi Proctor.

Sally Beauty has a long history of supporting female owned hair care businesses. Nearly 1 in 3 sales at Sally Beauty are of hair care and hair color brands created or owned by women; and 1 in 5 hair-textured sales are via brands founded by African-American women. Sally Beauty was the first national beauty retailer to provide distribution to popular female-owned hair care brands including **Made Beautiful, Mielle Organics, The Mane Choice and Arctic Fox**, to name just a few. "Sally Beauty is a great retail partner as they have been supportive of the Mielle Brand since the very beginning," states Mielle Organics Founder Monique Rodriguez, "Sally works with our brand in creative ways that is beneficial for both of our businesses." The inaugural Sally Beauty Cultivate - For Women by Women accelerator program received submissions from female entrepreneurs around the country and will begin accepting program applications again in early 2019.

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 5,170 stores, including 184 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, skin, and nails through professional lines such as OPI®, China Glaze®, Wella®, Clairol®, Conair® and Hot Shot Tools®, as well as an extensive selection of proprietary merchandise. Beauty Systems Group stores, branded as CosmoProf 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.

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