

PRESS RELEASE

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CURLY SEXY HAIR GETS A HOLD ON CUSTOMERS WITH CCL CONTAINER PACKAGING

HERMITAGE, PA— Be who you are and be your best. That’s the motivation behind Sexy Hair Concepts’ varied product lines. For the Curly Sexy line (which includes shampoo, conditioner, detangler, reactivator, crème, curl enhancer, and the new 24/7 Curls set spray), the products ask “If your hair is curly or you want curly hair, why fight it or let it fight you?” The result is a line that makes the most of natural and created curls.

The philosophy that when you’re true to your nature you’re at your best is not only reflected in Sexy Hair Concept products but also in its packaging. For six years, Sexy Hair Concepts has turned to CCL Container, North America’s leading manufacturer of recyclable aluminum packaging for its hair product line.

CCL Container knows the power of packaging. “Packaging is a critical element of any product’s marketing,” says Ed Martin, CCL Container’s, vice president of sales and marketing. “If it stands out on the shelf, it doesn’t stay on the shelf. We appreciate and embrace spirit of innovation that has driven the Sexy Hair Concepts business model.”

When packaging contributes to market differentiation and enhances a product’s functionality, it sets a product apart from the competition. In the marketplace, this translates to a positive impact on a company’s bottom line, as it did for Sexy Hair Concepts. “Six years ago, Sexy Hair started with us with an order of 10,000 cans,” notes Martin. “Today, we provide them with millions of units per year.”

Donna Federici, senior vice president of sales and marketing at Sexy Hair Concepts adds, “We’ve had a very rewarding relationship with CCL for many years. Together we’ve created a lot of stir in the industry.”

And they did it again when it was time to come up with a package design for 24/7 Curls, the latest addition to the Curly Sexy line. 24/7 Curls is a powerful setting spray that holds any curl, natural or set. Sexy Hair Concepts chose CCL's Comfort Hold Design, a package that naturally fits in the consumer's hand. The eye-catching shape is complemented by a striking cobalt blue base color and accented with silver and red graphics.

Federici comments, "The shape was not only attractive, but helped introduce the product concept, planting the idea of curls early in the consumer's mind."

Federici understands the importance of packaging. "The package, the product, the promise...all are vital aspects of a brand. When any one element is missing, your chances for failure increase. Great packaging has transcended into a theatre of the senses. Great packaging can help create a brand icon."

Sexy Hair Concepts is committed to product innovation and CCL has a long-standing reputation for packaging innovation. For the two, it is a marriage grounded on shared values.

Sexy Hair Concepts (formerly Ecoly International), located in Chatsworth, CA, is a manufacturer and distributor of professional beauty products and one of the fastest growing companies in the beauty product industry.

CCL Container is North America's leading producer of recyclable aluminum bottles, aluminum aerosol containers, and other aluminum specialty packaging. The company has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

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