

# curl Stylist.com™

by NaturallyCurly.com

CurlStylist.com is an online community for the salon professional dedicated to the large—and often neglected—market of curly hair. CurlStylist.com will share inspiration, education and real-world solutions with a stylist community working with waves, curls and kinks.

## A Resource for All Things Curly in the Professional Beauty Industry

Recognizing that stylists lacked resources and visibility in the increasingly large curly marketplace, NaturallyCurly.com co-founders Michelle Breyer and Gretchen Heber have connected strong manufacturer demand, long-standing stylist relationships and highly relevant content to create CurlStylist.com. The new website launches early June during Premiere Orlando.



“What we discovered through years of feedback is that stylists want a community that is supportive, educational and visual when it comes to the topic of curls,” explained Breyer, a newspaper journalist for 20 years before launching NaturallyCurly.com with Heber in 1998.

Since its online launch more than 10 years ago, NaturallyCurly.com has become the number one curly consumer community, with more than 225,000 monthly unique visitors and 11,000 daily visitors. Breyer and Heber have drawn from their extensive list of curly resources to ensure that CurlStylist.com addresses the needs of the professional curl community, which views waves, curls and kinks as more than just a seasonal trend. The site will also offer product and tool reviews, a stylist community, a curl-training calendar, a salon store, and direct access to a vibrant community of real curly consumers via relevant links to NaturallyCurly.com.

## Content and Categories

Articles will address all aspects of working with curls, including basic care, cutting, and retexturizing. We'll also provide tips from industry experts about how to work with curly clients and grow your curly business. Content will include curl-centric articles, videos and photos by platform artists and manufacturers. Job postings and mobile applications will follow the launch, introduced later in 2009.

### Categories include:

- Care basics
- Cutting
- Styling
- Coloring
- Retexturizing
- Business basics
- Products & tools
- Stylist spotlight
- Videos
- Chair Talk
- Calendar



## Advertising Opportunities

Advertising opportunities exist throughout the site. Advertisers can choose run of site or can target particular categories and sections.

Advertising Elements	Specs
Leaderboard	728 x 90
Skyscraper	120 x 600
Box	300 x 250
Other	468 x 60
Tile	125 x 125
Email Sponsorship	728 x 90

### Email Campaign

Distribute weekly newsletters to a growing database of readers.  
Each email sponsorship = 100% advertising share of voice.

### Sponsored Module

Showcase a special promotion or use interactive features either on the home page or category sections to drive interest and traffic to your brand.

### Market Research

We harness the engagement level of our audience to provide a wide range of services. Specifically, our consumer site, NaturallyCurly.com, has helped brands such as AG Hair Cosmetics, Redken, Bumble and bumble, and John Paul Mitchell Systems, Aveda and Procter & Gamble. Through brand assessments, reader surveys and exclusive contests, we have helped to develop, name and market products over the last 10 years.



## 2009/2010 Editorial Calendar

Month	Topic
June	Undercover Causes of Frizz
July	Inside the Minds of Curly Clients
August	Curl Rehab
September	Coloring Curls
October	Tresses in Transition
November	Mixing Business with Pleasures
December	Haute Holiday Styles with a Twist
January 2010	Strategies for Styling Solo
February	The Loyalty Factor
March	Backstage at Fashion Week: A Stylist View
April	Sun-kissed Curls for Spring
May	Here Comes the Bride



## Be a Part of the Buzz

In our first year out, we have an exciting launch strategy, which includes the following:

- Aggressive publicity strategy
- Industry events
- Active social media and blogger outreach
- Curl Collaboration dedicated classes
- Cross promotions on NaturallyCurly.com
- Print and Online Advertising

## Find Us



## Contact Us

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## Advertise with Us

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