



College Students Discover Their Perfect Match with New Cloud 10 Customized Hair Care
Cloud 10 Campus Program Launches at CAMEX 2018 – Special Pricing and Promotions
Booth #1732

Dallas, TX – February 6, 2018 – ProfilePro LLC, the pioneer of customized and personalized hair care, announces the launch of **Cloud 10 Hair Care** for the college market at CAMEX 2018, campus retailing’s largest educational conference and buying expo. Cloud 10 Hair Care is a prestige hair care line dedicated to fulfilling the shampoo and conditioner customization wishes expressed by college students.

In a 2017 survey conducted by Cloud 10 Hair Care of 1,000 women ages 18 to 35, 77 percent of respondents indicated they prefer shampoos and conditioners customized for their particular hair care needs. They are obsessed with scent, and nearly 60 percent admitted they are unhappy with their hair.

The Cloud 10 Campus Program enables college bookstores to create specially curated offerings from an inventory of nine specially targeted 10-ounce formulas (Curl-Defining, Frizz-Taming, Hydrating, Nourishing, Revitalizing, Shine-Restoring, Strengthening, Thickening and Volumizing) and five popular scents (citrus, coconut, jasmine, lavender, vanilla). Two-ounce grab-and-go minis are also available with no minimum order, along with a variety of kits and gift packs plus six styling formulas. Suggested retail ranges from \$8 to \$28, with bookstore specials at up to 30 percent off MSRP.

“We are always on the lookout for new trends, so we are excited to explore customization with Cloud 10 Hair Care,” says Stephanie Fiscella, Assistant Director at Bryn Mawr College Bookstore, where the Cloud 10 College Program was first introduced. “We also appreciate Cloud 10’s philosophy of supporting the goals and ambitions of individuals, which resonates with our students.”

In addition to in-store merchandise opportunities, campus stores benefit from an online commission program that enables students to utilize special savings codes and access to the full Cloud 10 inventory of 60 shampoo and conditioner formulas and six styling and finishing products. See how it works [here](#).

Cloud 10 also provides free merchandising support, including point-of-purchase displays, online creative support, gifts with purchase, and promotional materials including whimsical “hairsopes.” Students enjoy, styling tip videos, a national brand ambassador program and becoming part of an inclusive social community.

“Customization is a key trend in today’s retail landscape, and Cloud 10 Hair Care believes that shampoo and conditioner should be no exception,” says Ellen Langas, the company’s Co-CEO. “Cloud 10 is the ideal union of prestige beauty, technology and community, and it was designed with the discerning young consumer in mind. Our campus bookstore program helps shoppers cut through the clutter and discover their ideal formulas at an exceptional value. At the same time, we’re creating a fun, connected social community to share hair care tips, style ideas and inspiration.”

The company has launched a number of [original videos](#) that range from inspirational to lighthearted, and are designed to connect, encourage and support customers.

The Cloud 10 Hair concept was inspired by Jodi Dery, owner of Cloud 10 salons in Boca Raton, Florida, who recognized that her stylists were often mixing shampoo and conditioner formulas to satisfy the unique hair care

needs of individual clients. She collaborated with Joe Segel, one of the nation's foremost serial entrepreneurs, best known as the founder of QVC. Formulas are produced by Originalita Labs in Italy, a leading cosmetics manufacturer that has developed hair care and skincare products for several of the world's top brands. All [Cloud 10 shampoo and conditioner formulas](#) are sulfate free, paraben free, cruelty free and safe for chemically treated hair. The formulas were tested and further refined at the award-winning Cloud 10 salons, as well as previewed by more than 3,000 licensed hair stylists throughout Pennsylvania.

Interested buyers can find Cloud 10 Hair Care at CAMEX 2018 March 4-6, 2018 at Kay Bailey Hutchison Convention Center in Dallas, TX, **Booth #1732**. For more information visit www.cloud10hair.com, or email Chelsea@ProfilePro.com

About ProfilePro LLC

Founded in 2014, ProfilePro LLC is a pioneer in customized and personalized hair care. The ProfilePro family of brands includes [Cloud 10 Hair Care](#), and [HairRx Advanced Hair Care](#).

Contact: NouSoma Communications, Inc. 610-658-5889
Kristen Stewart, kristen@nousoma.com, cell 215-508-3004

The following high-resolution image is available upon request:



In a 2017 survey conducted by Cloud 10 Hair Care of 1,000 Millennials, 77 percent indicated they prefer shampoos and conditioners customized for their particular hair care needs.