

**FOR IMMEDIATE RELEASE**

Contact: Alicia Ward  
NaturallyCurly; 512-317-7545 x 305

## *NaturallyCurly.com unveils new look*

**Austin, TX – September 27, 2010** – Today, [NaturallyCurly.com](http://NaturallyCurly.com) shares a fresh look and approach to content organization – offering a more personalized experience for the engaged curly, kinky and wavy hair consumer.

"[NaturallyCurly.com](http://NaturallyCurly.com) is segmenting "niche within a niche" content," says Crista Bailey, NaturallyCurly CEO. "Our definition of 'curly hair' means multiple hair types with different needs. What works for someone with wavy hair may not work for someone with kinky hair." The new site highlights topics that matter most to different hair types.

Revamp efforts include:

- [Hair-type specific content](#)
- Upgraded geo-targeted [Salon & Stylist Finder](#), allowing visitors to find a nearby curl specialist
- Upgraded [Frizz Forecast](#) including 5 days of forecasting humidity and the elements' effects on hair's "Frizz Factor"

One of the most noticeable changes for the existing community is curly logo – Frieda's -- move to her new position as official weathergirl, personally ensuring that the [Frizz Forecast](#) delivers on 5 full days of forecasting.

"The new [NaturallyCurly.com](http://NaturallyCurly.com) creates an opportunity for advertisers to reach targeted audiences in an environment that is relevant and meaningful to their individual needs," says Michelle Breyer, co-founder. The site's audience, mostly females in the 25-45-age range, is a highly sought-after advertising demographic. They are heavy Internet users, household purchasers and decision-makers, tending to spend 3 times more on personal hair needs than straight-hair counterparts.

To celebrate the launch of the new site, 10 advertising partners, including Pantene, Ouidad and John Frieda, have teamed up with [NaturallyCurly.com](http://NaturallyCurly.com) in its "31 Days of Giveaways" promotion, starting October 1.

### **About NaturallyCurly**

Founded by Michelle Breyer and Gretchen Heber, NaturallyCurly is a network of sites that informs, empowers and unites a community of people brought together by a common interest – curly hair. The flagship brand, [NaturallyCurly.com](http://NaturallyCurly.com), attracts 450,000 monthly engaged, influential consumers creating user-generated content on a daily basis. The network includes [CurlyNikki.com](http://CurlyNikki.com), the leading natural hair blog with a growing community of 120,000 uniques, [CurlStylist.com](http://CurlStylist.com), a professional community especially for stylists servicing their curly clientele, and [CurlMart.com](http://CurlMart.com), a boutique e-commerce site showcasing more than 50 brands and 500 community-vetted products. The entire network logs 1.2 million monthly visits from an average of more than 200 countries worldwide, all finding the common thread – a curl, kink or wave – that bonds them together.

Alicia Ward, [press@naturallycurly.com](mailto:press@naturallycurly.com)  
512.371.7545 x 305