

SOFTSHEEN·CARSON®

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Courtney Perry
Editor Black Hair
223 South Ave., Suite 445
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Courtney Perry:

SoftSheen-Carson is launching a cross-country hair-care tour December 19-29 to promote the company's new Optimum Care product line.

Knowing your magazine's history of promoting quality ethnic hair-care products, I exclusively want to offer you coverage of this event. The *My Style, My Way* tour is a six-city trip promoting healthy care and the Optimum Care line. The tour will include hair diagnosis, beauty makeovers, style transformation, and free samples of products.

I have not offered coverage of this event to anyone else in your market, and will not unless you decline the story. If you have any questions or concerns, please feel free contact me at the information listed above. I look forward to hearing from you.

I hope you find this event appealing and choose to cover it. I will be contacting you in the next three to four days to get a response. I thank you for your consideration.

Sincerely,

Melinda Bowens