



Contact:  
Melinda Bowens, PR Director  
Telephone: 212-818-1500  
Fax: 212-984-4999  
[bowenmk@softsheencarson.com](mailto:bowenmk@softsheencarson.com)

**NEWS RELEASE**

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FOR IMMEDIATE RELEASE

**SOFTSHEEN-CARSON TO TAKE HEALTHY HAIR ROAD TRIP**

*Ethnic Hair-Care Company to Bring Style to the Public*

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

The *My Style, My Way Tour* is visiting select cities across the country providing ethnic hair-care tips. Some of the activities include hair diagnosis, beauty makeovers, style transformation, and free sampling of Optimum Care products.

Current president of SoftSheen-Carson Candace Sheffield Matthews is looking for “great exposure” from the tour. “By taking our products to the people, a completely new market is reached and a different public gets the chance to experience SoftSheen-Carson,” Matthews said.

The tour will make stops in Atlanta, New Orleans, Baltimore, Detroit, Cleveland, and Chicago. For details about exact dates, visit [www.mystylemywaytour.com](http://www.mystylemywaytour.com).

SoftSheen-Carson is the leading supplier of ethnic hair-care products for people of African descent. The company now offers 18 product lines including Optimum Care, Dark and Lovely and Weave Care. For more information on the company or its products, visit [www.softsheencarson.com](http://www.softsheencarson.com).

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