

QVC Founder Launches Cloud 10 Customized and Personalized Hair Care for Millennial Market *Survey Says Millennial Women Prefer Customized Hair Care Formulas*

March 21, 2017 – Haverford, PA – ProfilePro LLC, the pioneer of customized and personalized hair care, announces the launch of **Cloud 10 Hair Care** at Cloud10Hair.com, an innovative hair care line dedicated to fulfilling the customization wishes expressed by Millennial consumers.

Customers engage in a uniquely whimsical online experience that guides them through a short series of questions to help them identify their specific hair care needs. Individual profiles are instantly matched to recommended shampoos and conditioners drawn from one of the industry's most comprehensive inventories of 165 finely tuned and stability-certified formulas. Customers may choose from five signature scents and between light or luxurious lather. They also have the option to choose from a selection of label designs, each of which can be personalized with their names. The highly [customized hair care formulas](#) are then shipped directly to the customer's home. See how it works [here](#).

The 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. Cloud 10 Hair Care was then developed in partnership between Dery and ProfilePro LLC, a multichannel brand development company comprising several former QVC executives, including QVC founder Joe Segel and former QVC host and Vice President of Public Relations Ellen Langas, who serve as Co-CEOs.

"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 Segel, one of the nation's foremost serial entrepreneurs, who built his reputation on improving customer experience.

In a survey conducted by Cloud 10 Hair Care of 1000 women ages 18 to 35, 77 percent of respondents indicated they would prefer to purchase shampoo and conditioners customized for their hair care goals. Ten percent were unaware that they could order customized formulas.

"Cloud 10 Hair Care is the ideal union of beauty, technology, and community, and it was designed with the discerning Millennial customer in mind," says Langas. "We've created a streamlined online shopping destination that helps her cut through the clutter and discover her ideal shampoo and conditioner formulas. At the same time, we're creating a fun, connected social community to share hair care tips, style ideas and inspiration." The company launched "My Expression", the [first in a video series](#) that will range from inspirational to lighthearted, and is designed to connect, encourage and support customers.

Cloud 10 Hair Care formulas are produced by Originalitalia 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.

About ProfilePro LLC

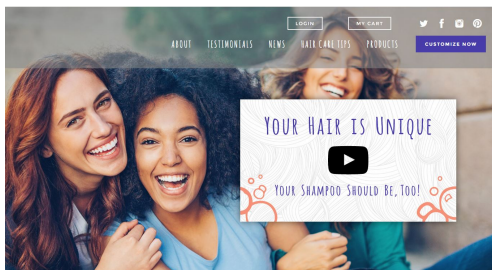
Founded in 2014, ProfilePro LLC is a pioneer in customized and personalized hair care. The ProfilePro family of brands includes [Cloud 10 Hair Care](#), [HairRx](#) Advanced Hair Care, and [ProfilePro](#) Home Hair Salons sets. ProfilePro

has reunited co-CEO Joseph Segel, who is also the founder of QVC, Inc., with several former QVC executives including Chuck Pulcini (former Vice President of Logistics at QVC), Mike Boyd (QVC President 1987-1995), Doug Briggs (QVC President 1995-2006), Bill Costello (former QVC CFO), Neal Grabell (former QVC General Counsel) and Ellen Langas (one of QVC's original program hosts and former Vice President, Public Relations), who serves as co-CEO at ProfilePro.

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Customized and Personalized: At Cloud10hair.com, customers answer a short series of questions to discover shampoo and conditioner formulas ideally suited to their needs, as well as select their scent and lather preferences. They also have the option to choose from a selection of original label designs, each of which can be personalized with their names.



77 percent of Millennials indicate they prefer customized hair care solutions, according to a survey of 1000 Millennial women conducted by Cloud 10 Hair Care. 10 percent were unaware customization is available. The whimsical Cloud 10 Hair Care website was designed to appeal to Millennials who desire customized and personalized solutions for their unique hair goals, exceptional quality at a reasonable price, the ease of online ordering, plus the opportunity to connect with a community that shares their values. See how it works [here](#):