

“Your Rebellion” Video Honors Millennials on International Women’s Equality Day

Ten Winners of Cloud 10 Hair \$50,000 Video Competition Revealed

August 24, 2017 – Haverford, PA – When was the last time a shampoo ad brought tears to your eyes or made you laugh out loud? Cloud 10 Hair, the pioneer of customized hair care, has transcended traditional ads by unveiling a national video series that honors the independent spirit of Millennials on International Women’s Equality Day. The top 10 winners of the Cloud 10 Hair \$50,000 Minute-Video Competition have been released at cloud10hair.com.

“[Your Rebellion](#),” produced by Bronson Allen of Toronto, Ontario, Canada, is being released on August 26 in commemoration of the adoption of the 19th amendment, which in 1920 granted women in the United States the right to vote. The video, which captured one of two top prizes, challenges women to love what makes them unique.

“Gone are the days of one-size-fits-all beauty,” says Ellen Langas, Co-CEO of ProfilePro LLC, makers of Cloud 10 Hair Care. “It’s a new era that is about authenticity and products that are customized to address what women really want. Cloud 10 Hair is building a connected community of women who share inspiration, goals, challenges and humor, as well as hair care tips. We designed a competition that invited people to create videos that women would truly identify with and feel good about.”

A call for entries was issued to submit original videos approximately one-minute long that would appeal to the mindset of Millennial women. 133 videos were submitted, 10 of which have been awarded prizes from \$1,000 to \$20,000. Mehdi Nowroozi, Adam Kirschner, Jordan Cooper and Victor Norberg of Vancouver, British Columbia, Canada collaborated on “[My BFF](#),” which won first prize.

The complete set of winning videos can be viewed on both Cloud10Hair.com and YouTube.

ProfilePro LLC

Founded in 2014, ProfilePro LLC is the pioneer in customized and personalized hair care. The company was co-founded by co-CEO Joseph Segel, who is also the founder of QVC, Inc. The ProfilePro family of brands includes [Cloud 10 Customized Hair Care](#), [HairRx Advanced Hair Care](#), and [ProfilePro](#) Home Hair Salon sets. Customers answer a short series of questions online to discover shampoo and conditioner formulas ideally suited to their needs, as well as their scent and lather preferences. Hair profiles are instantly matched to recommended formulas drawn from one of the industry’s most comprehensive inventories of 165 finely tuned and stability-certified formulas. At Cloud10hair.com, which is dedicated to fulfilling the customization wishes expressed by Millennial women, customers may also choose from a selection of original label designs, each of which can be personalized with their name. See how it works [here](#).

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YOUR REBELLION

Cloud 10 Hair released "[Your Rebellion](#)" on International Women's Equality Day, August 26, commemorating the adoption of the 19th amendment which in 1920 granted women in the United States the right to vote. It's one of 10 winners of Cloud 10 Hair's \$50,000 video competition. See them all at www.cloud10hair.com



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 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 name.