



Cloud 10 Hair Care Honors Brand Ambassadors

Program supports young women's life goals and inspirations

Philadelphia, PA – October 27, 2017 – Supporting young women's dreams and giving them a platform to share their inspirations and goals is the foundation of Cloud 10 Hair Care's Brand Ambassador program. Monthly, a young woman is selected among entries to be featured on Cloud 10's social media platforms and website, where she has a platform to share her story and serve as a role model to others.

"The Cloud 10 Brand Ambassador program is an extension of our brand promise that is based on respect, quality, authenticity and inclusivity," says Ellen Langas, Co-CEO of ProfilePro LLC, the parent company of Cloud 10 Hair. "Not only are our formulas customized for each individual, we are creating a caring, sharing community that celebrates each other and encourages women to stay true to what they believe in."

Cloud 10's Brand Ambassador program launched in May with its first representative, Brea Mealey of Philadelphia. Brea is the founder of Seize Social, a social media company inspired by the rapid growth of social media and a passion for wellness, focused on wellness and lifestyle brands.

In June, Cloud 10 honored pro athlete Stephanie Gunsales (Phoenix), a single mother of two children, who is a sponsored athlete, public figure and motivational speaker. After losing her leg to bone cancer, and spending much of her adolescence in the hospital, she made it her goal to push herself beyond average and excel beyond the norm.

"Being a Brand Ambassador for Cloud 10 Hair has been absolutely amazing," explains Gunsales. "I just love what they stand for, and the way that they encourage and promote very inspiring women of all backgrounds. To me, Cloud 10 Hair is women empowering women to express themselves, in their own lives and through their own customized Cloud 10 Hair products."

Other women representing Cloud 10 through the Ambassador program include Natalie Mackey, New York resident and founder of WinkyLux.com, a cruelty free luxury color makeup company. "Being a Cloud 10 Hair Brand Ambassador has been a dream. Being able to encourage women to follow their dreams, and feel good from the inside out, is one of the most important tools out there," believes Mackey. "Women need to stand behind women. Cloud 10 Hair allows women to feel their best, through rocking their #BestHairEver, and has created a community for women to feel inspired and supported. I am proud to be a part of such a thing!"

Additionally, Philadelphia-based Jessica Silver (an attorney for Merck, where she has worked for nearly a decade) and Jessica Baeder, Miss America's Outstanding Teen 2018, were selected as Cloud 10's August and September Brand Ambassadors respectively.

Baeder shared her best-kept secret with Cloud 10 followers: "I would remind women that another person's success doesn't equal your failure," she says. "It's so important for us to help each other through this journey of life, supporting and empowering."



To be considered as a Cloud 10 Brand Ambassador, visit: www.cloud10hair.com/community

About ProfilePro LLC

ProfilePro LLC is a pioneer in customized and personalized hair care. The company was cofounded in 2014 by Joe Segel, who is the founder of QVC, and Jodi Dery, owner of award-winning Cloud 10 salons in Florida. The ProfilePro family of brands includes Cloud 10 Hair Care and HairRx Advanced Hair Care.

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