



# Public Relations Report December 2013

Cosmopolitan Magazine published The Cosmo Bikini Diet Book. The Cure 24/7 is featured in their beach bag essentials story/beach hair section!



White Sands in the January issue of UpScale Magazine



White Sands Infinity in the January issue of Sheen Magazine



White Sands in the January 27<sup>th</sup> issue of First for Women Magazine



Orchids Oil featured on TV in Phoenix for Arizona Midday News on Channel 12



[https://www.youtube.com/watch?v=\\_phAPc4hX6A&list=UUrMQE-IfCkpJpehITT3A3Cw&feature=c4-overview](https://www.youtube.com/watch?v=_phAPc4hX6A&list=UUrMQE-IfCkpJpehITT3A3Cw&feature=c4-overview)

# ***SELF***

<http://www.self.com/blogs/flash/2014/01/beauty-its-a-thing-orchid-infused-products.html>



<http://www.youtube.com/watch?v=Py4fz2UzxDk>



<http://www.phyrra.net/2014/01/best-beauty-products-2013.html>



<http://www.vision6.com.au/download/files/02400/1712767/2014%20Jan%20BIR.pdf>



<http://www.asktheprostylist.com/hair-care-advice-curly-wiry-unruly-grey-hair/>



<http://www.xovain.com/hair/triple-conditioning#awesm=~osQGbnGWpivBvZb>



<http://www.allure.com/beauty-products>



<http://vivaglammagazine.com/beauty-hair/product-reviews/4325-get-sexy-beautiful-hair-with-orchid-bliss-shampoo-and-conditioner.html>



<http://www.stylelist.com/read/6-unexpected-perks-of-having-short-hair/>



<http://www.dailymakeover.com/trends/hair/6-unexpected-perks-short-hair/>



<http://www.stylelist.ca/2014/01/23/6-unexpected-perks-of-having-short-hair/>



<http://www.certifiedfabulous.com/beauty-product-reviews/achieve-orchid-bliss-with-this-hair-care-collection>



[www.asktheprostylist.com/healthy-hair-care-advice-recommended-breakage-split-ends/](http://www.asktheprostylist.com/healthy-hair-care-advice-recommended-breakage-split-ends/)

Created new media listings for further editorial opportunities

Updated extensive list of trade, consumer, and consumer hair media outlets to include name, email, phone, fax, and beat changes

Researched editorial calendar placement opportunities

Followed up on all previous editorial inquiries to see if products shipped will be featured in new media outlets

Requested magazine copies for future issues featuring White Sands

Included company and press updates on JMC Twitter and Facebook updates

Responded to media inquiries sent into whitesandsproducts.com

Updated and maintained Youtube Channel and Facebook

Researched on air beauty experts for TV spot inclusions

Confirmed a **Woman's World Magazine** coupon code

Reached out to top beauty **Instagram** accounts

Connected with the hairstylist on **ABC's Scandal**

Supplied ER Fusion to **TotalBeauty.com**

Supplied ER Fusion to **NaturallyCurly.com**

Supplied ER Fusion to **Beauty Launchpad**

Supplied ER Fusion to **freelancer Natasha Burton**

Supplied ER Fusion to **rockitnapptural.com**

Supplied products to **Beauty Launchpad Magazine** for May and June

Coordinated and supplied answers to online interview opportunities

**I placed orders for the following celebrity stylists:**

- **Linda Schonning:** Linda starts on a new movie called "A Change of Heart" produced by Emilio and Gloria Estefan (she is in it).
- **Jonathan Mason:** <http://www.abtp.com/hair/jonathan-mason>

**Created a Celebrity Hairdresser Packet to request autographs, photos, testimonials, etc.**

## Hollywood Love White Sands!

**TV:**

Glee

Scandal

Gossip Girl

Elementary

True Blood

Samantha Who

Dirty Sexy Money

American Idol

Vampire Diaries

The Originals

The Queen Latifah Show

Intelligence

Mad Men

The Real  
666 Park Avenue  
Parks and Recreation  
Back in the Game  
Criminal Minds  
The Newsroom  
Entourage  
Dallas  
Mistresses  
The Glee Project  
Brothers & Sisters  
Mistresses  
Californication  
America's Next Top Model  
Dancing with the Stars  
Family Tools  
Devious Maids  
Body of Proof  
Sullivan & Sons  
Ten on Top  
J.O.N.A.S!  
Ready for Love  
America's Best Dance Crew  
Anger Management  
Wilfred  
Community  
Celebrity Apprentice  
Love That Girl  
Body of Proof  
Man Up  
Revenge  
CSI Las Vegas  
The Playboy Club  
The Finder  
Good Morning America  
The Game  
Switched at Birth  
Justified  
Perception  
The Marc Moran Show  
Live to Dance  
Friday Night Lights  
Perfect Couples  
Happy Endings  
Two & Half Men  
NCIS

Burn Notice  
Teen Wolf  
Luck  
Bones  
Zeke & Luther  
Breaking Bad  
According to Jim  
Wipeout  
Minute To Win It  
Last Comic Standing  
Skating with the Stars  
Million Dollar Minds  
Necessary Roughness  
Baggage  
SUPAH NINJAS  
The Nine Lives of Chloe King  
Meet the Browns  
The Singing Bee  
Your Chance to Dance  
Eastbound & Down  
Drop Dead Diva  
Friends with Benefits  
The Bill Engvall Show  
House of Lies  
Saturday Night Live  
Wizards of Waverly Place  
Gigantic  
Weeds  
NCIS: LA  
Hawthorne  
Mike & Molly  
Saving Grace  
Private Practice  
Tori & Dean: Inn Love  
The Big Bang Theory  
Ugly Betty  
10 on Top on MTV  
The Seven on MTV  
E! News Daily  
Divorce Court  
United States of Tara  
The Cleaner  
Celebrity Fit Club  
Fox Sports Channel  
Celebrity Circus  
Chocolate News



The Sarah Silverman Show  
The Mentalist  
The Starter Wife  
Monk  
90210: The New Generation  
The 11<sup>th</sup> Hour  
Worst Week  
Boston Legal  
Chuck  
America's Got Talent  
The Defender  
The Game  
Top Pop Group  
True Jackson Fashion  
Sons of Anarchy  
How I Met Your Mother  
Gary Unmarried  
Privileged  
Head Case  
Night Rider  
The Secret Life of the American Teenager  
Fringe  
Rita Rocks  
Without a Trace  
Madmen  
Secret Girlfriend  
Flash Forward  
WWE  
Ruby and the Rockits  
Ghost Whisperer  
Cougar Town  
Community  
You Don't Know Jack  
Men of a Certain Age  
Breaking Bad  
Castle  
I'm in the Band  
Lopez Tonight  
Hank  
Let's Dance  
Rizzoli & Isles

**Films:**

Twilight

Sexy & the City 2  
The Hangover 2  
McFarland  
Breaking Dawn The Twilight Saga  
For Colored Girls Who Have Considered Suicide  
Butter  
A Change of Heart  
Captain America: The Winter Soldier  
Frontera  
Hitchcock  
Bare Foot  
Big Sky  
Dolphin Tales 2  
12 Years of a Slave  
Transcendence  
Home Front  
Persecuted  
Welcome to Me  
Thanks for Sharing  
Water for Elephants  
As Cool As I Am  
Mean Girls 2  
After Earth  
Beautiful Creatures  
Coma  
Nothing to Fear  
Rock of Ages  
ACN (More as the Story Develops)  
Wonder Woman  
X-Men: First Class  
Janye Mansfield's Car  
The Magic Eye  
Twilight: New Moon  
Scooby Doo: Curse of the Lake Monster  
The Race to Witch Mountain  
The Lost Valentine  
Joyful Noise  
Youth in Revolt  
Hall Pass  
Justice for Natalee  
Judy Moody and the Not Bummer Summer  
Terminal  
Lumpy  
Machine Gun Preacher  
Mostly Ghostly  
Marry Me

Souvenirs  
Abraham Lincoln Vampire Hunter  
Ace Ventura 3  
Accepted  
Labor Pains  
Old Dogs  
Shannon's Rainbow  
Angels & Demons  
Unorthodox  
Leaves of Grass  
The House on Sorority Row  
The Hangover  
Middle Men  
Bride Wars  
Untouched  
Betty Anne Waters  
The Ghost  
Death at a Funeral  
Twelve  
The Sorcerer's Apprentice  
Stone  
How Do You Know?  
Valentine's Day  
You Again  
The Forgotten  
The Greening of Whitney Brown  
Due Date  
Blind Heart  
Burlesque  
The A Team  
Hardboiled

**Hollywood Hairdresser Testimonials:**

**Yolanda Johnson, 706 Union President:**

White Sands is the Best Tool in my Set Bag!  
White Sands is the only product I carry and need!

**Ramona Fleetwood, Wig & Hairstylist Television & Film, Local 706, 480, 488,  
shares stories from the sets...**

DEAR JESSICA,

I AM SO EXCITED TO HEAR YOU ARE JOINING UP WITH THE 'LIFE-SAVING' (and career!) SAVING HAIR PRODUCTS "WHITE SANDS".

I AM A 30 YEAR FILM AND TELEVISION MAKIN ' JOURNEYMAN HAIRSTYLIST AND 3 YEARS AGO MY KEY HAIRSTYLIST (PATTY BUDZ LOCAL 706), ATTENDED A HAIR SHOW IN LA VEGAS AND CAME BACK TO L.A.

DROVE TO MY HOUSE TO SHOW ME THIS 'INCREDIBLE' ...YOU AREN'T GONNA BELIEVE IT'....HAIR SPRAY/TEXTURE SPRAY ETC... SHE DROVE OVER SPRAYED MY HAIR AND FLAT IRONED IT STRAIGHT UP! IT STAYED LIKED INVISIBLE SPRAY BUT THEN SHE SAID "WAIT WATCH THIS!" BRUSHES IT AND ITS SOFT AGAIN!

THE ACTORS AND ACTRESSES DESERVE THE BEST AND WE CAN RELAX A LITTLE KNOW AND I MEAN... KNOWING ...WE CAN SET A STYLE IN LIGHTS OR WINDS AND IT DO WHAT NEEDS TO BE DONE...WE CAN WALK AWAY AND INVADE OUR TALENTS 'SPACE' LESS. WHITE SANDS IS A WINNER...THANK YOU FOR DEVELOPING IT!

I HAVE MANY WHITE SANDS "SAVES"....

ONE OF MY FAVORITES IS

ON THE SET OF THE CURRENT COLLEGE COMEDY "ACCEPTED"...STARRING JUSTIN LONG,JONAH HILL,BLAKE LIVELY...

IN ONE SCENE THE SCRIPT CALLED FOR A STUDENT PLAYING WITH ELECTRICITY TO GET SHOCKED AND HIS HAIR STAND "ON END".

OUR ACTOR TURNS OUT TO BE OF ASIAN DESCENT WITH LONG STRONG HAIR. MY ASSISTANT AND EYE LOOKED AT EACH OTHER AND I GRABBED 'WHITE SANDS' FIRM TEXTURE SPRAY, A BLOW DRYER, AND A COMB.

I TOOK SLIM SECTIONS AND SPRAYED WITH TEXTURE SPRAY FIRM AND IRONED STRAIGHT UP..IT STOOD LIKE A CHAMP. THEN I DID THIS ALL OVER THE HEAD SO IT WOULD NET LOOKED 'DONE' I TOOK COMB AND COMBED THROUGH IT SO IT STOOD STRAIGHT UP AND OUT ... THEN I RESPRAYED FINISHED LOOK. IT TRULY PLEASED THE DIRECTOR STEVE PINK AND 'LOOKED 'LIKE SOMEONE WHO HAD BEEN ELECTROCUTED IN A COMEDY WITH OUT 'PIECES OR SPIKE FEEL!!!!AT WRAP WE BRUSHED IT OUT.DONE. MAGIC. THANKS AGAIN JESSICA FOR ALL THAT YOU DO.



THIS IS ON THE SET OF 'CLEANER' A FANTASTIC NEW SERIES FOR A&E COMING IN JULY. THIS IS ME AND MR. STEVE LAWRENCE WHO WAS IN THIS EPISODE. THANK YOU WHITE SANDS. I USED THE FIRM TEXTURE SPRAY TO KEEP MR. LAWRENCE'S HAIR IN CHARACTER WHILE FILMING EXTERIORS AT SANTA ANITA RACE TRACK IN THE CALIFORNIA SANTA ANNA WINDS...THANK YOU FOR MAKING MY JOB EASIER.

**Randa Squillacote, CW's Vampire Diaries:**

"White Sands takes hairdresser's to new heights"

"White Sands can turn your canvas to pieces of priceless art"

"When I'm creating design in a hairstyle for film, television, or weddings, I am confident that White Sands will help me achieve these looks with minimal effort, and maximum hold. And with a flick of a brush hair is back to a normal and healthy state. Like ocean waves washing away your White Sands castle"

"I love White Sands!"

**Renee Ferruggia, TBS's The Bill Engvall Show:**

Liquid Texture is one of my favorite products. I love using the soft hold for blow drying, while the medium and firm hold are perfect for curls and iron work. I can run my fingers through the hair. This is what makes the products so different.

**Damon Hamilton, Celebrity Hairdresser:**

I absolutely love the White Sands hair products! I work in the Entertainment Industry and my main concern is that the style lasts when my client leaves me. Liquid Texture is my favorite product of the line and does exactly that...IT LASTS!!! Since using Liquid Texture, every one of my clients has expressed to me how happy they were with the product and the style held up all day!

**Linda Schonning, Celebrity Hairdresser:**

I also love the Hair products by White Sands. I have photos on my website to show the great curls and texture you are able to achieve. White Sands has the **wow factor!!!** you have been looking for. I am amazed at how the hair has shine, body and best of all; the hairstyles stay in the Florida humidity. Whenever I am working on the set of film, television commercials, print, lifestyle and catalogue White Sands will save the production company time and money because we do not have to keep re-curling the hair all day. White Sands products also look great on HD. HD has so much definition that the hair will look *amazing*. Check out White Sands website [www.whitesandsproducts.com](http://www.whitesandsproducts.com). I can guarantee you will love White Sands Product.

**Betsey Reyes, Celebrity Hairdresser:**

White Sands has everything for every type of hair. I especially love the medium hold liquid texture. It gives a great all day hold and great texture with flat iron use and curling irons.

**Bonnie Clevering, Celebrity Hairdresser:**

I'm very excited about using White Sands products. I'm a Hair designer in the Motion Picture Business. I was introduced to White Sands Liquid Texture a few years back from another Motion Picture Hairstylist. As my friend said & it is so true. If used to flat iron or using a curling iron for curl either one really holds beautifully. With the Movie Business we have very long hours & under all weather conditions we need products that are long lasting & keep the continuity flowing. I work with several big actors & try to always give the Production the look that is needed. I also work with very expensive wigs that take a lot of work from special wig makers. I have always been in search for the right shampoo & conditioner & recently found WHITE SANDS Nourishing Shampoo & Conditioner. It really works beautifully. I am anxious to try more of White Sands products in the future.

**Cindy Costello, ABC Family's Ruby & the Rockits:**

I love the White Sands Liquid Texture Medium Hold Spray. It holds the curl and protects the hair without making it stiff and unnatural looking. It has become an industry staple for hairdressers working in TV.

**Garry Allyn, Hair Dept Head Ghostwhisperer & Emmy Award Winner:**

I have tried many products throughout the years and nothing comes close to White Sands. I always reach for White Sands. I know that my actors are going to look great

when they step out of the trailer and even better 10 hours later. I use Liquid Texture and Stuck-up everyday. We shoot many nights on Ghostwhisperer and no matter what the weather challenge, I know that my hair is going to retain its style and look and feel great. Thank you White Sands!!!

**Cheryl Marks, Hollywood Hairdresser:** As a freelance stylist involved in ALL aspects of the business ..TV, commercial, celebrities, catalog, editorial... I carry a huge hair bag from set to set. I have what I call HERO products...basically products I NEVER leave home without. I use White Sands products in SO many different ways.I would say my favorite is to spray it on dry hair before I do big waves. It stays longer and gives the hair a great sheen which is so important in this side of the business. It's even great with fine hair.

[www.aimartist.com/cherylmarks](http://www.aimartist.com/cherylmarks)

**Bernhard Tamme, Celebrity Hairdresser:** Dear Jessica, the last 20 years I have always brought in my hair sprays and other hair care products from Europe, to satisfy my Celebrity and Model clients. Two months ago, I was introduced to WHITE SANDS products and was very impressed with the results. I guess I won't need to stuff my suitcase full of euro products any more!

Thank you, for creating a hair care line that rivals the rest of the world, keep new products coming.

All the best,

Bernhard Tamme

**Pixie Schwartz Dept. Head Hair stylist "Two and a Half Men":** White Sands is used on the set of "Two and a Half Men". A favorite is the "Liquid Texture Firm Hold" it is great for styles that need to last all day on the set (especially good for hair that won't hold a curl). To finish styles the "Stuck Up Mega Hold Hairspray" has a great holding power. We love your products!

**Vanessa Davis, Emmy Nominated Hairdresser and Department Head Hairstylist:** I always grab for my White Sands products when working on any film project in the south. With the extreme humidity in the summer, I use Glaze Plus to keep the actors' hair and infamous fly aways at bay. For a perfect finish, I cannot go wrong with White Sands Infinity Hairspray! To control looks from smooth, straight hair to perfect curls I always have the Firm Hold Liquid Texture in hand. My actors always love the final result that lasts through the most humid of days on the movie set. Thank you White Sands!

**Andrea C. Brotherton, Mean Girls 2 & Hall Pass:** Whites Sands is one of my favorite hair products. I keep it stocked in the trailer and in my set bag. I really love the Liquid Texture Firm Hold Spray. It doesn't leave any flakey residue or build up on the talent's hair, to weigh it down. It gives the hair a nice and firm strong hold. If I need to re-curl and change a style, I can just brush the hair; it becomes soft and manageable. I curl and style, and it still has a good hold, without having to keep adding more hair spray to the talent's hair. The Firm Texture Spray is really great for spiky and Mohawk styles. I just put it on the hair, style and blow dry and it has a nice finish. Did I say, that I love the way White Sands products smell!!! Thank you Whites Sands for creating great and long lasting products. Thank you for all of your product support.

**Brooks Stenstrom, Celebrity Hairdresser:** I'm Brooks Stenstrom, and I am the Head Hair Stylist on "NCIS; LOS ANGELES". I'm writing to say how much I love White Sands products. I start my style out using the mousse. The consistency is really nice; it distributes evenly and doesn't get "clumpy". It keeps volume in the hair through every "touch-up" during the long shooting days. After I'm done styling, I finish with the gloss. It delivers great shine without weighing the hair down and really punches up whatever hairstyle I've created. Next comes the spray. Can I just say this spray is amazing! We are on location a lot so we're kind of at the mercy of the elements. The spray holds so well, even in windy and rainy weather, that it can be a lifesaver.

**Carl Bailey, Glory Daze:** White Sands Infinity Hairspray is an amazing product. It is a great styling spray as well as finishing spray! I tried lots of different products for curling iron work, but find the Infinity spray works the best and far superior to anything else I have used. Also the White Sands Designer Gel and Smudge are great products for guys. It leaves hair soft but manageable without being weighted down with product.

**Susan Schuler, Hairstylist on Glory Daze and Member of Local 706:** Thank you so much for the White Sands products sent to the hair dept. of "Glory Daze". The show was set in 1986 and we needed a good holding and workable hairspray and a lot of it. I was familiar with Infinity and love it but never used Stuck Up. I met Stacie one of our background artists and model for you at White Sands. I styled her hair using Stuck Up which she gave to one of the other hairstylists. It did what I wanted it to do. I asked Stacie if she could help us with securing more product and I got with my Dept. Head Carl Bailey and they contacted you all at White Sands. Thank you again for making our job easier and Stuck Up has become a new staple in my kit. Continued success.

**Dennis Parker, HBO's True Blood:** I wanted to let you know that the White Sands saved us on True Blood today...with the weather conditions it REALLY kept the hairstyles in place. It was amazing how the hair held up in the late night rain we were having. Thank you again.

**Dennis Parker, Celebrity Hairdresser:** Thank you so much for the WHITE SANDS products you sent us recently...I don't know what I'd do without this product...whatever show I work on I have to have White sands handy...it's staying power really works and



keeps the style consistent throughout the day, without having to recurl the hair all day...it's the most amazing product ever.

**Chantal Sauvignon-Soto, Rock of Ages:** Yes, I did receive your samples and I am currently using them on a few commercials I've been working on. By the way, these products are amazing! I first tried the setting spray on the set of the Tom Cruise film Rock of Ages and I was so intrigued by the line I had to reach out. Love them! Thanks so much!

**Patricia Gundlach, Celebrity Hairdresser:** Yes I love this product... it has always helped me out keeping my styles on actors of all kinds of hair! <http://www.imdb.com/name/nm0348094/>

**Tena Parker Baker, Celebrity Hairdresser on Glee:** I honestly could not survive without my stock of White Sands styling products. It not only makes my cast's hair on Glee look great, it also makes my styling hold up and shine!

Styling hair for a large cast like Glee takes not only a talented department but what I like to call smart products. With smart products, the style created at 5:00 am will hold until after lunch touchups.

**From hairstylist Aleen Martinez from the Film Enemy Way:**

[http://www.imdb.com/name/nm3588851/?ref=fn\\_al\\_nm\\_1](http://www.imdb.com/name/nm3588851/?ref=fn_al_nm_1)

[http://www.imdb.com/title/tt2258285/?ref=sr\\_1](http://www.imdb.com/title/tt2258285/?ref=sr_1)

Hello Jessica and Janice,

Thank you so much for the product, the shoot seems to be a success. The products were great though all the wind and sand, I really like the Orchid serum it worked so well for my Actress who had long hair, the serum kept her hair smooth and help me manage tangles due to the excessive wind.

I did see that there are cutting tools and if I am not mistaken shampoo and conditioner. The mousse was awesome for enhancing curls and the pump spay is a staple for Background hair as well as on Westerns.....White Sands pump spray is how the west was won because this stuff can hold up in a wind storm like nobody's business!!!

I would love to participate in any PR that is offered...I do want you to know I use your product for weddings, photoshoots, and just styling hair in general not just when I am on a show. Thank you for you generosity and fabulous products.

Aleen

I am a hairstylist in the film business. I just worked on the last 3 episodes of Nashville and traveled in with my Medium White Sands. I was a personal to Hayden Panettiere and couldn't get her looks without it!!

~Kerry Mendenhall

Jessica, just wanted to thank u soooo much for the wonderful white sands products! They arrived just in time for me to do Judy Greer's hair- I used some other products the other day and her hair did not hold. When I used the White Sands Undercover Thermal Spray to blow dry then Infinity to pin set and for last looks- her style has stayed all day!!! She's thrilled and so am I! I will make an order to try out medium hairspray and some of your other products that I read about in the brochure. I'm very happy (and my clients will be too) that shampoos conditioners are vegan and sulphate free- and your styling products are shiny and don't flake!!! Very important to me!

So thank u once again. I am very grateful.

Helen

Helen R Evans

Dept Head Hair

Andrew Gurland Project

Silverscreen Alta Productions

FX comedy

"Mad Men", what a wonderful experience. 4 top hairstylists worked on the show, a team effort. The year we won, the story line was going from the late 50's to Jackie Kennedy era. All background, and secretaries in the office, had to come to work pin curl set, or brush rollers. Gloria Poncie the Dept. head ordered more White Sands setting lotion and hair spray light med and firm, it was the only product I used on my sets or iron touch-ups. The up-do's would also lasted the day could be brushed and be redone.

Celebrity hairstylist Michele Payne