



Draft #4

FOR IMMEDIATE RELEASE: July 7, 2015

MEDIA CONTACTS:

Jennifer Geisman / jcgeisman@mcraigassociates.com

Deborah Blackford / blkfrd@earthlink.net

Carmen Herlihy / cherlihy@mcraigassociates.com

(646) 249-5189

LEVEL BEAUTY GROUP LAUNCHES BEAUTY & PIN-UPS

**Luxury Haircare Collection Puts Modern Twist On Beauty
And Aims To Change The Industry**

(CHARLOTTE, NC) – Level Beauty Group, led by beauty industry professionals Kenny Kahn and Brian Anderson, launches **Beauty & Pin-Ups**, a multidimensional brand that meets the needs of today’s savvy consumer. Beauty & Pin-Ups is a luxury haircare collection that celebrates the confident, sassy, “take-me-as-I-am” gal who owns her beauty from the inside out. Beauty & Pin-Ups is not only about looking beautiful, it is also about feeling beautiful. The brand is committed to bringing this important message to the entire beauty industry and with dynamically designed products and events.

“Recently, we’ve heard many beauty-industry insiders say that the beauty industry is stagnated, boring and lifeless, and that they long for the ‘good old days,’” said Kenny Kahn, chief executive officer, Level Beauty Group. “We fell in love with Beauty & Pin-Ups because we saw multidimensional brand opportunities with haircare, cosmetics, fashion, music and technology. Beauty & Pin-Ups will “wow” stylists and salon owners with inspiring experiences that will literally change the way the beauty industry operates.”

Kahn is an accomplished and noted industry executive and brand builder. Honored by Harvard Business School for his business acumen, including the global turnaround and rebranding of Muzak, his companies have been featured in *The New York Times*, *USA*

Today, *The Wall Street Journal*, CNN and NBC Nightly News, as well as on the award-winning television series, 'Undercover Boss.'

Anderson started his successful career with Columbia Beauty Supply. As a member of the senior management team, he helped the company grow into a \$60 million business, becoming the largest family-owned beauty distribution company in the Southeast. Under his leadership, Columbia Beauty Supply was one of the largest distributors of L'Oreal products, which acquired the company in 2008.

Level Beauty Group's financial partner is Charlotte-based Merchant Bank Siskey Capital, LLC, whose Co-Founder Martin A. Sumichrast serves as Chairman of the Board.

"We value the groundbreaking concepts behind of this powerful and multifaceted company, and look forward to seeing how Beauty & Pin-Ups is transformed into a leader in the beauty industry," said Martin A. Sumichrast, Co-Founder and Chairman, Merchant Bank Siskey Capital, LLC.

Beauty & Pin-Ups recently launched its nourishing, luxury haircare collection that gives women the freedom to express their own *avoir du style*. From skin to locks, inside and out, Beauty & Pin-Ups products incorporate couture-inspired ingredients, including amla, argan and avocado oils, which, when combined, provide an extravagance hair cannot deny. The Beauty & Pin-Ups line is free of sulfates, parabens and phthalates, and the inclusion of amla, argan and avocado oils gives the haircare collection a healthy consistency from shampooing to styling.

Exquisitely packaged with the brand's own pin-up illustrations, the Beauty & Pin-Ups haircare line is comprised of seven products including two shampoos, a leave-in conditioner and several styling products. The essence of the packaging pays homage to pin-ups of the past, incorporating a powerful message to all women: *Be yourself. Be empowered. Try new things. Succeed. Fail. Try again.*

Beauty & Pin-Ups plans to expand the brand with upcoming launches including an essential cosmetic line and a pioneering new iron, both of which will debut in this year. In addition, Beauty & Pin-Ups friend, DJ Smitty, has curated a Beauty & Pin-Ups playlist for each salon to enjoy. Salons can simply download the playlist from the company's new website.

About Level Beauty Group: Founded by beauty industry professionals, Kenny Kahn and Brian Anderson, Level Beauty Group is a growing beauty powerhouse with haircare, cosmetics, fashion, music and technology. Level Beauty Group partners with industry experts in design, product development, marketing, technology and finance to bring the most advanced, industry-leading products to meet the needs of today's savvy consumer. Recent partnerships include Kathy Ireland Worldwide, Anthony Kennedy Shriver/Best

Buddies International. Level Beauty Group's financial partner is Charlotte-based Merchant Bank Siskey Capital, LLC. For more information, visit levelbeautygroup.com.

About Beauty & Pin-Ups: Beauty & Pin-Ups is an energetic, beauty industry-changing brand that puts a modern twist on old-school beauty. A multi-dimensional product company that creates extraordinary hair care, cosmetics, beauty tools and fashion for salons around the world, Beauty & Pin-Ups is committed to bringing its messaging to women and the entire beauty industry through dynamically designed products and events. Located in Charlotte, North Carolina, Beauty & Pin-Ups was developed out of the brand's passion for keeping hair healthy and beautiful with a splash of sass. Acquired by Level Beauty Group in April 2015, which is run by beauty industry professionals, Kenny Kahn and Brian Anderson, Beauty & Pin-Ups has partnered with a renowned team of experts to bring the brand to life. For more information on Beauty & Pin-Ups, visit the website at www.beautyandpinups.com and follow the brand on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).