



NATIONAL HAIR SOCIETY

INGREDERE UT PROFICIAS



NovaLash, Inc. Announces Country/Pop Sensation Jessie James as Official Spokesperson-Novalash, Inc. is pleased to announce that celebrity country/pop

artist, **Jessie James**, is the company's new celebrity spokesperson. Jessie will appear in the company's consumer and trade publication ads and promotional materials as well as participate in **NovaLash's** publicity campaign. "When I found out **Jessie James** was wearing our lashes, I immediately knew she would be the perfect starlet to represent our line. We love Jessie's look and attitude-she

embodies everything that **NovaLash** represents: beauty, empowerment and self fulfillment," says **Ali Moon**, marketing/pr rep for NovaLash. "Jessie makes the look of luscious, fluttery lashes a personal beauty statement and we are thrilled to put her in the lash extension spotlight," says **Sophy Merszei**, **CEO of NovaLash**. **Jessie James** released her new single "**Boys in the Summer**" on June 29th, 2010. Her video premiered on CMT on June 18 and she was in full-force with her NovaLash fringe. **MTV** named her breakout female pop star of 2009 and was featured as one of MTV's Top 20 under 25. Jessie also claimed her spot as one of Maxim's Hot 100 in 2010. For more information on Jessie James visit www.thisisjessiejames.com. For more information about **NovaLash** visit www.novalash.com.