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New York Clip-On Hair Extensions

YOU GROW, GIRL!

New York (July 10, 2007) - Throughout history, hair has defined a woman's identity and created a cultural statement far beyond even what fashion and makeup has achieved. Long, curly, straight, up-do or down -- what woman doesn't want thicker, luxurious, natural looking hair in less than five minutes? **New York Clip-On Hair Extensions**, a luxury line of fine quality 100% human hair extensions, is revolutionizing the world of hair extensions. This is the first and only line of clip-on hair extensions that is individually hand-sewn and custom-made to perfectly match each woman's natural hair color and style, accompanied with an instructional DVD demonstrating for women how to easily create the style they desire without ever requiring a salon visit. Straight, wavy, curly or kinky-styles are available, along with over 400 color combinations, for women with single-tone, highlights, lowlights and multi-tonal shades.

Jessica Hyllarée, the CEO and Chief Creative Stylist, is the visionary behind New York Clip-On Hair Extensions. Her awareness of beauty and hair trends as well as her clients' own personal dissatisfactions with traditional hair extension procedures is why she created this innovative line. "Longer, thicker, more beautiful hair is every woman's dream. Unfortunately, traditional hair extension glue-ins, weave-ins and plastic adhesions are so damaging to hair follicles when removed and require expensive salon touch-ups every three months. I knew there had to be a better and simpler way," said Jessica Hyllarée. With that goal in mind, New York Clip-On Hair Extensions was created to enable women to easily and affordably create the look they want without subjecting their natural hair to such harsh treatment.

What's Your Extension?

Each New York Clip-On Hair Extensions kit comes with a 400 color-combination hair color wheel, a sample six-piece hair extension set, style samples (straight, wavy, curly or kinky-curly), an instructional DVD and brochure. New York Clip-On Hair Extensions are easily attached by simply snapping the small clips into your hair. They will remain securely fastened in your hair all day!

The MANE Event

New York Clip-On Hair Extensions are great for every day use, special occasions, weddings, bridal parties and so much more. New York Clip-On Hair Extensions ships the color-combination hair color wheel to potential customers for a refundable online deposit. Customers simply choose their colors and order the extensions. Specific preferences can also be requested for no additional charge. For example, if one of the colors is a "subtle highlight," a "chunky lowlight," a "dominant base color," etc., New York-based customers can also visit PIR Cosmetics located in New York City to view the color choices and place orders in-person.

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About New York Clip-On Hair Extensions

Other leading clip-on hair brands sell hair pieces that are attached in only one place on the head, making them heavy, uncomfortable and visible. New York Clip-On Hair Extensions are composed of six double and quadruple-stranded clip-in hair pieces that are designed to be strategically placed in different locations on the head and are virtually unnoticeable and weightless. Over a dozen different styles can be created: you can wear all six pieces at once for a long, layered look; wear two pieces and create a long pony-tail; or wear four pieces for a sleek style with your hair pulled back in a clip. With New York Clip-On Hair Extensions, you can create a new style everyday! New York Clip-On Hair Extensions last for years, can easily be washed in the sink, and can be styled using curling irons, blow-dryers, straightening irons or rollers.

The Fight Against Multiple Sclerosis

New York Clip-On Hair Extensions is joining the movement to raise awareness and fund research for MS by donating 5% of profits to the National Multiple Sclerosis Society.

For more information, please visit <http://www.NewYorkExtensions.com>.

***Editors please note: We are happy to provide reader giveaways for New York Clip-On Hair Extensions' products. Jessica Hyllarée is also available for expert comments. Professionally-photographed, high resolution "before" and "after" photos of New York Clip-On Hair Extensions models are also available. The full line of hair extensions can be viewed at www.NewYorkExtensions.com. All products are available for purchase online and are currently sold at PIR Cosmetics located in New York City.*