

NOW! FEKKAI AT YOUR FINGERTIPS!

Bring the Fekkai Salon Experience Home with Fekkai.com

New York, NY --- Frédéric Fekkai, the brand that is renowned for luxury hair care products is pleased to announce the launch of Fekkai.com as a functioning e-commerce site! Now, regardless of where you live, the Fekkai Salon experience can be delivered to your door.

Sumptuous hair care formulations, luxurious textures and fragrances are now accessible to anyone, regardless of location. With one click, great hair can be yours!

"In offering our consumers the option to purchase my product online, Fekkai products become truly accessible to everyone" says Frédéric Fekkai, "Fekkai products bring the salon experience to your home, regardless of where you live".

Among the other features on Fekkai.com is the latest information on new products, Fekkai salons and services and information about the Fekkai brand.

As an introductory special, Fekkai.com will offer consumers free shipping on all orders and a complimentary travel-sized sample of our best-selling Glossing Cream (a \$9 value). This offer is only available until March 31st, 2009 or while supplies last.

We invite you today to experience the entire Fekkai product collection on Fekkai.com — where there's no appointment necessary!

ABOUT THE FEKKAI PRODUCT COLLECTION: The ultimate in luxury hair care, the line was developed by Frédéric Fekkai to meet the exacting standards of his A-list clientele and to address the specific needs of different hair types. Before his products are introduced to the public, Frédéric and his staff test every formula in his world-renowned salons to ensure the highest quality and performance. In addition to providing exceptional results, Fekkai products feature luxurious textures and refreshing, invigorating scents.

For further information contact:

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About Frédéric Fekkai & Co.

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons.

For more information visit: www.fekkai.com

