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FOR IMMEDIATE RELEASE

COCOACHiC Beauty Falls into the Season with Reading, Reverence and Radiance

Brooklyn, NY – November 1, 2005. The legacy and future of black beauty is personified at *COCOACHiC Ladies Hot Cocoa Sips* book-signing event, featuring “On Her Own Ground: The Life and Times of Madam C.J. Walker”, written by great-great granddaughter A’Lelia Bundles, on November 15, 2005 at 7 p.m. at Indra Salon (NYC). Black hair and beauty culture fall back into time, and then fast-forward to share in a modern-day salon setting. COCOACHiC honors a pioneer of black beauty cosmetics and African American millionaire firsts by hosting Bundles, an award-winning journalist and author.

COCOACHiC carries the torch for ‘black beauty firsts’. As the first-ever online beauty source for black women, COCOACHiC appropriately serves as a matchmaker, fusing the esteemed likes of A’Lelia Bundles and Indra Salon. “Our strategic partner, Indra, is the quintessential salon synonymous with strength, style and sophistication, the very attributes that made Madam Walker revolutionary in her time and among her contemporaries. I am inspired by her story, and as a modern black beauty entrepreneur, am also building my business on two dollars and a dream,” says T. Bernie, COCOACHiC Founder and President. (www.cocoachic.com/madamcjwalker)

COCOACHiC makes a distinctive mark in its delivery of ethnic beauty information and exclusive social events in New York. Unique, top-quality COCOACHiC beauty accessories are sold in its online boutique (www.cocoachic.com/boutique), at Indra Salon, and coming soon to other on- and offline retail outlets. A fashionable fleet of co-branded events have just begun. This season, COCOACHiC blazes ahead with trusted beauty content, amazing new products and festive promotional opportunities. The days are getting cold, so warm up with a cup of ‘cocoa’, an updated events calendar (www.cocoachic.com/events.php) and much more...COCOACHiC is what’s hot!

About A’Lelia Bundles

A’Lelia Bundles thrives in multi-media communications and has several credits to her notable career achievement. In 1992, Bundles’ first biography on Madam C.J. Walker was selected as one of the New York Public Library’s “Best Books for Teens.” Now recognized as an acclaimed author, A’Lelia Bundles continues a nationwide speaking tour for her latest biography of her great-great grandmother. www.madamcjwalker.com

About Indra Salon & Boutique

Edgy, modern, sleek, or elegant, Indra Salon tailors to individuality, while leading as an industry trendsetter. Indra’s multi-cultural and highly skilled team of hair care professionals embodies warmth, culture and harmony. Whether it’s a clean classic cut, multi-dimensional colors, or beautifully layered extensions, Indra is a style laboratory for extraordinary hair transformations. www.indranyc.com

About COCOACHiC

COCOACHiC is a collective online exchange of resources that personify the legacy and future of black beauty. Cosmetics. Comment. Community. COCOACHiC blends comprehensive and relevant cosmetics, beauty and wellness information, with strokes of confidence and encouragement, to enhance radiant chocolate faces for the world to admire.

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The online beauty source for black women

