

COCOACHiC

Cosmetics • Comment • Community

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FOR IMMEDIATE RELEASE

NEW. NOIR. COCOACHiC.com LAUNCHING THE ONLINE BEAUTY SOURCE FOR BLACK WOMEN

Brooklyn, NY - July 15, 2005. COCOACHiC.com proudly announces the launch of an online community dedicated to black beauty. COCOACHiC celebrates the many, modern faces of Black women, in a world where positive images are otherwise limited. It exists to inform, inspire and influence beauty perceptions with integrity.

COCOACHiC.com is a beauty source with real answers to the Black woman's beauty questions. As her mirror reflection, COCOACHiC.com offers editorial tips and advice that are practical and specific to the African-American female consumer, and are not based on the generally skewed standard of beauty. The format is provocative – educational and entertaining. The COCOACHiC difference is an editorial approach distinctively dialectal, creative, concise and always conscious.

COCOACHiC features the following relevant, of-the-moment editorials:

- HOT & HAUTE – the latest style mentions in fashion, beauty, home, electronics, be-seen venues, trends and popular must-haves and must-dos
- CHiC CRITIQUES – cosmetic product reviews and beauty tips
- CHiC CHAT – message board that enables members to interact and swap beauty secrets
- CONSULT CHiC PROS – advice from licensed, established health and beauty care professionals
- CHiC LINKS – comprehensive list and information sources to cosmetic products, companies and information sources
- CHiC CONNECT – an exclusive directory listing of businesses

COCOACHiC is an ideal palette for major brands and emerging businesses alike to connect with black women in a forum designed around their style sensibilities. The CHiC Clique community is the ideal market for leading marketing and promotional campaigns:

- VOICE & VOTE – host surveys and/or polls
- GET GOODIES – sponsor product tests and sampling campaigns
- SPECIAL OFFERS/PROMOTIONS – customized marketing initiatives according to member profiles
- EVENTS – host or participate in makeup parties, health fairs and other wellness and lifestyle events

COCOACHiC will celebrate its launch at kindred spirit, Kush Lounge, in early August. Known for its authentic décor, exotic music and cultural flair, Kush embraces the image and expression of COCOACHiC. Kush Lounge will kick off a full calendar of signature “CHiC” events, taking place throughout the summer and fall seasons at local beauty, wellness and lifestyle venues. For more information, please visit www.COCOACHiC.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

