

Dear \_\_\_\_\_:

**Gail Federici: A “Cutting-Edge” Hair Care Entrepreneur**

Highly regarded throughout the beauty industry for her break-through technologies and products, Gail Federici has built a unique name for herself. Now we’d like to introduce her to you.

Ms. Federici is an excellent source for you to interview and profile in your publication. We’d like you to consider her for the benefit of your audience.

Co-founding John Frieda’s original hair care company in 1989 was just the beginning. From this successful partnership she went on to create Federici Brands LLC, bringing together the best innovators in the business while earning the respected title of “serial entrepreneur.”

Ms. Federici has built her industry reputation and proven herself time and again as a “cutting-edge” businesswoman. She and Frieda together launched Frizz Ease, Sheer Blonde, Beach Blonde and Relax, before selling their company in 2002 for \$450 million. Her work continued with her involvement in the launching of additional beauty lines. The Federici Brands portfolio grew to include Time Bomb-- transformational anti-aging care—and myface, a color-cosmetics range.

Most recently she has bridged a crucial gap in the timeline of color-treated hair. Her newest game-changing creation is “wowing” her consumers. **Color Wow** emerges from her longstanding industry success, as the first brand to effectively address all color-treated concerns while revolutionizing the beauty industry.

Meanwhile, Ms. Federici actively fundraises for Boston Children's Hospital. She rejoined with Frieda in 2010 to create HAIRraising, an international event bringing in more than \$2 million to date. She’s on the Board of Trustees at Boston Children's Hospital, while a regular contributor to The Huffington Post.

She did not set out to be an entrepreneur or to manage her own business. Rather, opportunities would come her way that she would see and grab. We hope you will grab this opportunity to learn more from her firsthand.

Thank you for your thoughtful consideration. Please contact us with questions and to arrange an interview with her.

Kind regards,

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