

Premieres New Magazine

# JAYNE KENNEDY: A WINNING COVER

In an exclusive interview with *Sophisticate's Black Hair Styles and Care Guide*, Jayne Kennedy shares her beauty secrets, fitness tips and personal reflections with readers of the new bi-monthly publication geared to provide hair care and other beauty information to Black consumers who annually spend \$1.5 billion in beauty/hair care products and cosmetics.

ulation, yet represent 40 percent of the hair care market. They are the fastest growing segment of the overall health and beauty aids market. Black working women account for more than 80 percent of the estimated \$500 million annual Black salon sales volume and it is estimated that Black males comprise 10 to 20 percent of that figure.

According to Angela

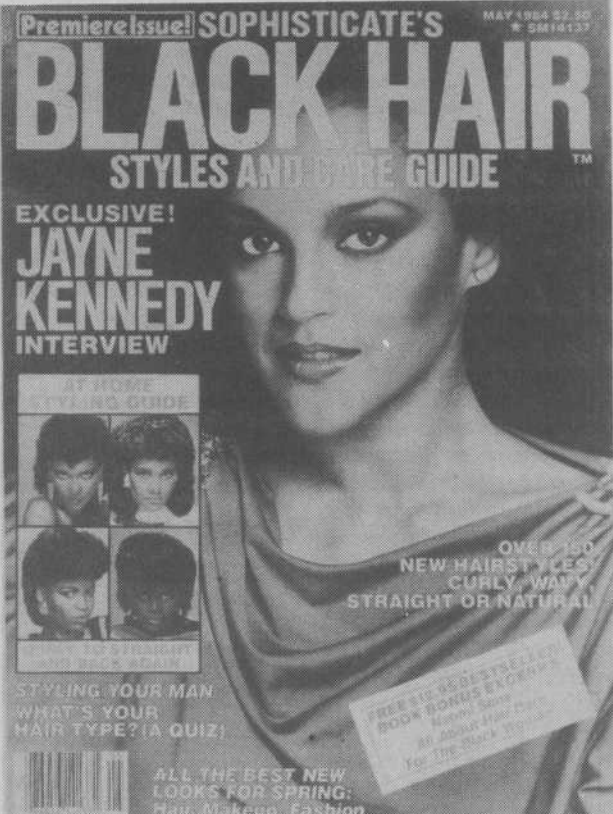
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"Most women want a hair style that doesn't require a lot of time and worry with curling irons or rollers," says actress, model, television show host Jayne Kennedy, who was selected to grace the cover of the magazine's premiere issue.

The premiere issue was introduced in March at a reception in Chicago that was attended by representatives from such well-known Black beauty manufacturers as Soft Sheen Products, Luster Products and Johnson Products Co. These and other manufacturers of Black beauty products, including Revlon and Alberto-Culver, are expressing excitement at having a specialized vehicle in which to advertise to the 26 million potential users of their products.

Statistics indicate that Black consumers make up 12 percent of the pop-

de Joseph, noted Black beauty expert and editor-in-chief of *Sophisticate's Black Hair*, because there is such a wide variety of products available to Black consumers for their beauty and grooming needs, consumers need guidance in making their selections and pointers on how to best utilize them.

"Black consumers have special beauty needs and concerns," says de Joseph. "*Sophisticate's Black Hair* will address these concerns and offer ideas and suggestions on ways to achieve a fashionable, yet easy-to-maintain personalized beauty regimen."

"In addition to featuring a Black celebrity on every cover, with an exclusive interview inside, each issue of *Sophisticate's Black Hair* will offer a bonus excerpt See KENNEDY, Page 6



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