



...setting trends naturally

*******PRESS RELEASE*******

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NATURAL TREND SETTERS TAKING OVER OCTOBER

Celebrating 12 Years of Natural Excellence

NATURAL TREND SETTERS HAVE ALWAYS KNOWN GOOD HAIR

*****The Rest of The Country Is Finally Catching Up*****

With the release of Chris Rocks documentary Good Hair, there is much buzz circulating the country about the nuances of and the business that is African American Women's Hair. While in other parts of the country this may be a new ideal in South Florida Two sisters have long been setting a trend on Good Hair being viewed as simple Healthy Hair and the diversity that can be found by just observing a single races hair. Natural Trend Setters has been in operation for 12 years servicing the community with an alternative to harsh chemical usage in their hair*. Simone and Trudy Hylton, owners of Natural Trend Setters Hair Salon, were born of Jamaican heritage and raised in New York. Their relocation to Florida to set trends naturally as the first and best natural hair care salon in South Florida and a leader in Natural Hair Care industry nationally as one of the first commission base Black operations in this market has left a footprint that is undeniable. Building operations and creative techniques, these sisters have created a seamless operation that has set the standard and raise the bar in the industry.

To continue the fervor In November Natural Trend Setters will be hosting a series of forums and other social events to discuss the Good Hair phenomenon and pushing the fact that Good Hair in actuality is Healthy Hair and not that of a particular texture and the notion that "Going Natural" is an option that needs to be explored more.

*The Natural Trend Setters brand and philosophy will be featured in upcoming issues of Heart and Soul, Black Hair Sophisticates and Essence magazine October issue. Natural Trend Setters own Master Stylist, Simone Hylton, is featured addressing the myths surrounding locks and offering suggestions on simplifying the process of "Going Natural".

*In recognition of their 12 years of setting natural hair trends Natural Trend Setters are showing their customers appreciation by honoring them with 30% off on Tuesday s and Wednesday s by appointment throughout the month of October.

For more information about Natural Trend Setters call (954) 486-1414 or visit

<http://www.naturaltrendsetters.com>