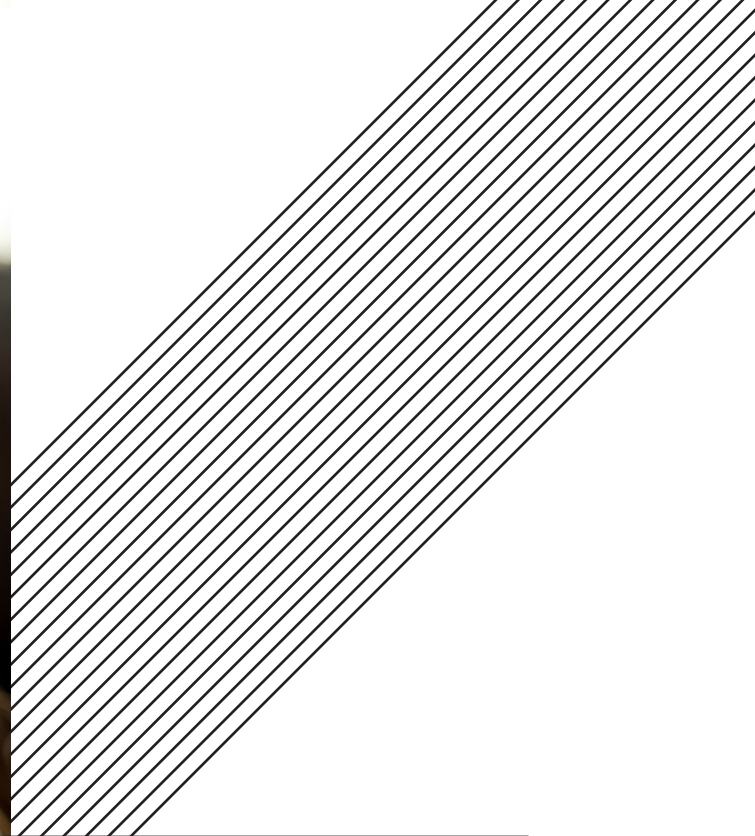




Felicia

LEATHERWOOD

PRESS KIT



RESIDENT HAIR EXPERT

With over 26 years of experience, Felicia Leatherwood is the world's leading celebrity stylist and inspirational beauty speaker in regard to natural hair. She conducts hair care workshops for audiences around the globe under the brand and slogan "Loving Your Hair with Natural Care". The Loving Your Hair brand of workshops is in response to the thousands (literally) of questions received from people desperate for answers about their tresses. Felicia's solutions and work have garnered her the "Hair Whisperer" title, as she is known for miraculously restoring health, beauty and vitality to her clientele's hair.

Leatherwood's styles have been featured on such high profile acts as Oscar Award nominees Viola Davis (actress) and Ava Duvernay ("Selma" director), megastar Will Smith, Grammy winner/R&B superstar Jill Scott, "Iron Man"/"Empire" star Terrence Howard, "Mad Men" star Teyonah Parris, "Black-ish" star Anthony Anderson, "The Color Purple" composer and Grammy/Tony Award nominee Brenda Russell, Maybelline supermodel Tomiko Fraser, actresses Nicole Ari Parker, Kim Coles and Kimberly Elise as well as a host of entertainment executives, rising stars and beauty entrepreneurs. Her magazine cover and editorial spread exposure include Vogue, Variety, Essence, Elle, Ebony and more which can be viewed at www.FeliciaLeatherwood.com/Press.

**182K
TOTAL**
SOCIAL MEDIA
FOLLOWERS



f 71K+
LIKES

t 27K+
FOLLOWERS

i 66K+
FOLLOWERS

YouTube 14K+
SUBSCRIBERS

📍 2K+
FOLLOWERS

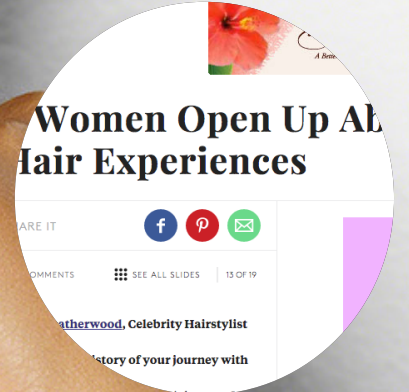


Felicia hosts numerous workshops and panels in the US and overseas. Additionally, she serves as the headliner for established beauty events in cities ranging from NYC to Paris to Lagos. Other countries include Amsterdam, England, Barbados and Jamaica. Felicia's recent domestic and travel abroad is partly a result of her relationship with the highly acclaimed product line Beautiful Textures. Their sponsored workshops and Felicia's presentations are an invaluable resource to learn technique and product knowledge directly from a trusted source. Her candid delivery has made Felicia an audience favorite among today's leading hair experts and speakers. Whether online, on FOX's hit show "The Real" or in person, Leatherwood's message is rooted in the idea of holistic health and fundamentally loving yourself --- a true inside out approach to hair care. It is from these experiences that the idea of a specialized hair solution began to form.

particularly from women with kinky curly textures. This problem is that most detangling tools on the market painfully rip hair from the scalp, cause split ends or brush breakage as a result of being inflexible. Thus, the Felicia Leatherwood Detangler Brush was conceived. This revolutionary brush allows easy detangling of all hair types primarily due to its open ended flexibility along the top. While most brushes are bonded on all four sides, Leatherwood's detangling sensation is only bonded on three! This enables its flexi-bristles to provide fluid movement, allowing the Detangle Brush to move with your hair. Perfect for natural curls or waves, this exceptional product prevents abrupt hair pulling and aids in preventing excess hair loss. The Felicia Leatherwood Detangler Brush is the ultimate hair solution in today's natural hair market.

From traveling and remaining in touch with her combined 180,000+ social media followers, Felicia noticed one common complaint ---

RECENT PRESS



REFINERY29



BLACK ENTERPRISE

ESSENCE

American SALON
THE BEAUTY AUTHORITY

TALKING TEXTURE

CELEBRITY CLIENTS



Jill Scott Teyonah Parris Ava Duvernay Nicole Ari Parker

Leatherwood's styles have been featured on such high profile acts as Oscar Award nominees Viola Davis (actress) and Ava Duvernay ("Selma" director), megastar Will Smith, Grammy winner/R&B superstar Jill Scott, "Iron Man"/"Empire" star Terrence Howard, "Mad Men" star Teyonah Parris, "Black-ish" star Anthony Anderson, "The Color Purple" composer and Grammy/Tony Award nominee Brenda Russell, Maybelline supermodel Tomiko Fraser, actresses Nicole Ari Parker, Kim Coles and Kimberly Elise as well as a host of entertainment executives, rising stars and beauty entrepreneurs.

TEACHING WORKSHOPS



FELICIA LEATHERWOOD
‘Natural Hair Expert’

Beautiful Textures

Curlvolution 2015

4TH ANNUAL NATURAL HAIR & Beauty SHOW

UK'S LARGEST ANNUAL NATURAL HAIR SHOW IS BACK

HOSTS

HOST: ACTION JACKSON

JENELL B. STEWART

KLUERMOI

FELICIA LEATHERWOOD

DETANGLER BRUSH



AVAILABLE IN BLACK, PINK,
AND RED

From traveling and remaining in touch with her combined 120,000+ social media followers, Felicia noticed one common complaint --- particularly from women with kinky curly textures. This problem is that most detangling tools on the market painfully rip hair from the scalp, cause split ends or brush breakage as a result of being inflexible. Thus, the Felicia Leatherwood Detangler Brush was conceived. This revolutionary brush allows easy detangling of all hair types primarily due to its open ended flexibility along the top. While most brushes are bonded on all four sides, Leatherwood's detangling sensation is only bonded on three! This enables its flexi-bristles to provide fluid movement, allowing the Detangle Brush to move with your hair. Perfect for natural curls or waves, this exceptional product prevents abrupt hair pulling and aids in preventing excess hair loss. The Felicia Leatherwood Detangler Brush is the ultimate hair solution in today's natural hair market.

- ADAPTABLE TO ANY HAIR TYPE
- DEFINES CURLS AND WAVES
- WIDELY SPACED FLEXI-BRISTLES GLIDE EASILY THROUGH HAIR
- THE WIDE HANDLE ALLOWS FOR A COMFORTABLE GRIP WHILE USING THE BRUSH
- PREVENTS ABRUPT HAIR PULLING OR BREAKING STRANDS
- EXCEPTIONAL RESULTS DURING YOUR CONDITIONING TREATMENT
- THE ULTIMATE DETANGLER BRUSH



FOR BOOKINGS/BUSINESS/PRESS

Ms. JGray

Public Relations Expert | Brand Manager
Image Is Everything Public Relations

msjgray@iie-pr.com | 310-977-2502 | www.iie-pr.com



WWW.FELICIALEATHERWOOD.COM