



Je Beau International brings a unique beauty & luxury to hair care

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Je Beau International, a division of Salon Beauchesne of Manchester, New Hampshire, this month announces the launch of a new & innovative line of hair care products – the Classic Collection. Julie Beauchesne, founder and president of Je Beau International, has devoted several years to the development of these products, that include shampoos, conditioners, styling aids, and finishes. Beauchesne, an experienced designer with over thirteen years in hair styling and salon management, saw the need in her own salon for a hair care product that allows the user to create styles of unsurpassed beauty and elegance.

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"We see all hair types and styling needs in Salon Beauchesne," states Julie Beauchesne, "I saw the need for not only an effective core set of hair products that would provide nourishment, manageability and shine for everyone, but also a product that allows the user to experience the sensation of a luxurious indulgence. The Classic Collection from Je Beau is that product line."

Salon Beauchesne exclusively uses and sells the Je Beau International Classic Collection and now consumers can purchase the Classic Collection outside the salon's local area via Je Beau International's website (<http://www.jebeauint.com>). After the first of the year, Je Beau International will be opening channel sales that include professional salons and schools of cosmetology across the northeast. Plans are in development for extending those channels nationwide with significant incentives offered to new wholesale customers.

In development of the Classic Collection, Beauchesne paid particular attention to versatility of the product and total quality, choosing pure botanical ingredients that are safe and healthy for all hair types. Additionally, the products have not been animal tested and are environmental-conscious. Je Beau International develops and markets high-quality products for discriminating stylists and their clients.

The overwhelmingly positive response from the stylists and clientele of Salon Beauchesne to the Classic Collection, confirms that Je Beau International has created a high performance product line that brings nutrition, shine & luster to your hair. We invite you to try the Classic Collection so that you can experience a unique sense of luxury and beauty.

So go ahead ... Indulge into Luxury! Je Beau International Classic Collection – To be Beautiful

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