



Beauty Industry Group

The logo for Glam Seamless Hair Extensions features the brand name 'Glam Seamless' in a pink, cursive script font. Below it, the words 'HAIR EXTENSIONS' are written in a smaller, pink, all-caps sans-serif font. The entire logo is centered on a light gray rectangular background.

Glam Seamless to Join the Beauty Industry Group Family of Brands

Salt Lake City, UT - February 25, 2019— Beauty Industry Group (BIG) announced today that they have purchased Glam Seamless, a leading hair extensions and beauty brand based out of Hoboken, New Jersey.

"Glam Seamless is one of the fastest growing hair extension consumer brands in the country – we've been admiring them from afar since their founding 7 years ago. Glam has built a loyal following and a powerful, modern brand that resonates with both consumers and stylists. We are proud to welcome Alexandra, the entire Glam team, and all those that love Glam products to the BIG family," said BIG CEO, Derrick Porter.

Alexandra Cristin, the Founder and CEO of Glam Seamless, will continue to lead the brand. Alexandra added, "It is such an honor to join BIG in leading the hair extension industry and empowering women and salon professionals worldwide. Through this partnership, Glam Seamless will leverage the support and systems of BIG to continue to bring the best products, the best educational content and the best experience to our customers."

Porter further elaborated, "Alexandra is a passionate, inspiring leader with a remarkable entrepreneur's story. Her extraordinary ability to connect with her customers is the secret behind Glam's meteoric rise. Today marks an important milestone, and in partnership with BIG, we are excited to see Glam continue to redefine beauty for years to come."

Consistent with BIG's strategy, Glam will continue to operate out of its headquarters in the New York City area and retain its team, unique brand, and best-in-class products and customer service.

More details can be found at www.BeautyIndustryGroup.com.

About Glam Seamless (www.GlamSeamless.com)

Glam Seamless is a leading direct-to-consumer brand that develops and sells premium quality professional and Ready to Wear hair extensions and related beauty products. Glam also serves clients in its iconic Glam Room beauty bars, where the brand and its beauty products are on full display and available for purchase, application, and styling. Alexandra founded Glam Seamless in 2012 and has built a business that boasts 100K+ loyal customers in dozens of countries. Alexandra has been named to Inc.'s 30 under 30 Entrepreneurs list for her vision and success in building Glam Seamless.

About Beauty Industry Group (www.beautyindustrygroup.com)

BIG, established in 2004 and headquartered in Salt Lake City, UT continues as an industry leader for professionally installed hair extensions and related beauty products. BIG's professional products are sold in more than 1,300 stores throughout North America and their collective brands service more than 30,000 salons.