

B|G

Beauty Industry Group

The image shows the word "Luxy" written in a black, elegant cursive script. The letters are fluid and interconnected, with a prominent 'L' and 'y' that have long, sweeping tails. The logo is centered within a light gray rectangular background.

Luxy Hair to Join the Beauty Industry Group Family of Brands

Salt Lake City, UT - December 19, 2018— Beauty Industry Group (BIG) announced today that they have purchased Luxy Hair, a leading DIY hair extension consumer brand based out of Toronto, Canada.

"I've watched Luxy grow and build over the last several years and have always been impressed with their clear and concise mission and the way they take that to market. The entire company has been built on a foundation of delivering incredible customer experience - something that has cemented their place as a leader in the high-end DIY hair extension space," said BIG CEO, Derrick Porter.

Lulu Liang, the current General Manager of Luxy Hair, is being promoted to CEO of the brand and will continue to run the company out of its Toronto headquarters. Porter further elaborated, "The team that Lulu, Alex and Mimi have built is second to none and this, together with their more than 4 million social media followers, will be a meaningful and contributive addition to the BIG family of brands."

"I believe this is just the beginning for Luxy Hair and I am excited for the Luxy team, in partnership with BIG, to take the business to a whole new level," said Alex Ikonn, Luxy Hair Co-Founder.

"Creating Luxy Hair and growing it to what it is now has been an exciting and rewarding journey. We have learned so much in the process and formed so many friendships with our beloved customers who have supported us all these years - I loved and am grateful for every minute of it. We know the company is in great hands now and we are looking forward to see where the new leadership takes it," said Mimi Ikonn, Luxy Hair Co-Founder.

"I'm thrilled to be working with Derrick in this next chapter of growth for Luxy Hair. Our brand, customer base and incredible team coupled with BIG's operating excellence and industry expertise will allow us to take Luxy Hair to new heights together," said Lulu Liang.

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

About Luxy Hair (www.LuxyHair.com)

Luxy Hair is a premium beauty lifestyle company with 250K+ customers in 165+ countries. Luxy has built its business on social media including their YouTube channel which has 3.2+ million subscribers and half a billion views and is the world's largest hair channel. Luxy is a certified Great Place to Work with anonymous survey results putting it in the top 2% of the best places to work in Canada.

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.