



MEDIA RELEASE

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Hair Shots 2 The World goes International

Intercoiffure South Africa is now on the ever increasing list of international hairdressers engaging Hair Shots 2 The World as distributor of their hair fashion photography to trade and consumer magazines around the world.

Hair Shots 2 The World inventor and owner Leanne Cutler said that word of mouth has been attracting international clients just as quickly as their growing Australian salon and PR firm client base.

"It is a real honour to be asked to promote the hairdressing of another country, possibly for the first time," Leanne said. "The hairdressing and photography that I have seen from South Africa so far has been brilliant and eagerly received by editors."

Leanne said that with clients including Errol Douglas (UK), Cybtekk Hair Studio (Sweden), and Trendy Hair Fashion (Poland's largest salon chain) word is starting to travel fast about the specialist service.

"One point of difference of Hair Shots 2 The World is that I work with editors on a daily or weekly basis, the media list stays up-to-date and great relationships form with editors who often approaching me with specific requests," she said.

"The tracking, monitoring and recording of results is, arguably, the most thorough service in the world as this is the time-consuming part of the job that salons don't have time to do.

"The future is bright for this service with talks in other countries underway as well," Leanne said.

Hair Shots 2 The World is based in Melbourne and is in its third year of operation.

More details can be found at www.hairshots2theworld.com

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