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FOR IMMEDIATE RELEASE



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FOR INFORMATION CALL

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June 21, 2013

Ald. Milele A. Coggs  
(414) 286-2994

## Third annual Milwaukee Natural Hair Care Expo set for this weekend

Alderwoman Milele A. Coggs invites residents to the third annual Milwaukee Natural Hair Care Expo, which is set for **this Sunday, June 23**. With a theme of “Love Thyself,” Milwaukee’s premier expo on holistic health, beauty and wearable arts will take place **at the Milwaukee Math and Science Academy, 110 W. Burleigh St.** Doors are open **from 11:00 a.m. until 7:00 p.m.**

Thousands of “naturalistas” will gather to celebrate natural beauty and health. Attendees will enjoy local and national entertainment, and nearly 50 vendors from across the nation will come to sell premium products geared toward self-improvement and adornment. Presenters will offer live healthy food preparation demos, along with beauty and hair-styling tips.

The Milwaukee Natural Hair Care Expo also features a Natural Hair and Fashion Show, where models will work the runway rocking the latest natural hairstyles and fabulous threads from local designers such as GG Collections. The models are ages 11 and up, and will show up and show out for the crowd as they rip up the runway. This year’s winner of the NatuRaw Model Call will be given an opportunity to become the spokesmodel for Khemistry Kosmetiks.

A locally-based cosmetic firm, Khemistry Kosmetiks is the presenter of the 2013 show. Founder Dr. Kanika Jamila is a naturopathic doctor who creates natural skin and hair care products that incorporate aromatherapy, herbal remedies and natural healing properties. She also authored “The Kosmik Kare Detox Manual: A Journey to Self-Healing.”

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## **Hair care expo/ADD ONE**

The Wisconsin Department of Tourism is also a sponsor of the event through the provision of a Joint Effort Marketing grant to help with promotion.

As a part of the festivities, the Milwaukee Natural Hair Care Expo will host the Inter-NatuRaw Night Out, the event's official "pre-party." It is scheduled for **Saturday, June 22 at Club Timbuktu, 520 E. Center St.** Special guests are invited to mix and mingle, sample great African cuisine and enjoy world music. DJ Big G of Cameroon and Deep Thought Productions will be on the wheels of steel for the entire night. Doors are open from **8:00 p.m.** until close.

For a complete schedule of activities, vendors and presenters, visit **[www.milwaukeeaturalhaircareexpo.com](http://www.milwaukeeaturalhaircareexpo.com)**. Pricing for tickets is \$15 in advance and \$20 at the door. Pre-party advance tickets are \$7 or \$10 at the door.