

Sales soar for *A Determined Woman* president's idea

Release date: January 4, 2008: Richard Drew invented Scotch tape. Willis Carrier came up with air conditioning. Benjamin Franklin experimented with electricity. Add Birmingham entrepreneur Ann Denson-Willis to the "why didn't I think of that" list?"

For years, the wife and mother couldn't keep her hairstyle fresh without sleeping uncomfortably. "I even got bursitis in my elbow trying to keep my hairdo overnight!" Denson-Willis laughs.

Looking for an answer

She knew that sleeping in the crook of her arm protected her style, so with her directions, her husband Artemus and daughter Nalmah built a prototype. "It worked just like I dreamed it would," she remembers, "but we continued to tweak it, adding a soft fleece fabric that feels good next to the face."

She researched the competition and discovered she was not the only one wanting to solve the problem of women with ethnic hair.

The former massage therapist started her aptly-named business, and *A Determined Woman* rolled out **My Hairdo Pillow™** a month ago.

Early sales ascend

Sales at the new business hit an unheard-of 100 in the very first week, and the numbers are rising every day.

"Once women learn they can maintain their hairstyle overnight using our specialty pillow, they want to know where they can get a **My Hairdo Pillow™** of their own."

Contact: Ann Denson-Willis www.myhairdopillow.com
My Hairdo Pillow™
Office: 205) 837-0218

**For immediate
release**