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FOR IMMEDIATE RELEASE

Invented for black women by a black woman

My Hairdo Pillow is the solution to maintaining a freshly styled hairdo while allowing for a comfortable, healthy nights sleep

Banish bed head for good!

Birmingham, AL – April 1, 2008: Black women spend a fortune having their hair styled every week to maintain a salon perfect hairdo. They look great walking out of the salon, but maintaining that just styled perfection requires nights of uncomfortable, unhealthy sleeping positions and mornings trying to restyle the areas that inevitably get flattened. Ann Denson-Willis had spent one too many mornings gorging on coffee and painkillers to make up for the lousy nights sleep and bursitis in her elbow she'd gotten trying to avoid messing up her hair, so she took the problem to task ultimately creating My Hairdo Pillow.

"I'd had enough. I used to get my hair done every Thursday and if I wanted my fabulous style to last at least the weekend, I had to sleep in creative (awkward and always uncomfortable) positions. I'd wake up with aches and pains, rarely got a good night sleep and inevitably ruined my hairstyle within a day of having spent a fortune at the salon. I was desperate to ease my pain and save my mane. I knew sleeping on my elbow worked best to preserve my style, so I started playing around with a rolled up towel and different ways of bending and securing it. With the help of a company in New Mexico, I built a soft, fleece covered, flexible foam prototype with an adjustable strap that would eventually become My Hairdo Pillow."

Designed with the elbow and arm in mind, the unique shape of My Hairdo Pillow mimics the natural sleep position, comfortably cradling the face, chin, neck and shoulder. Users are able to maintain their salon hair style, while awaking refreshed and renewed. Time spent correcting "bed head" is minimized and users often require fewer salon maintenance visits because My Hairdo Pillow allows curls relax in place rather than unravel or dishevel.

My Hairdo Pillow has been evaluated by Birmingham, AL Chiropractor Morgan Wood, who feels that "the therapeutic design of My Hairdo Pillow supports the head and neck for a proper sleeping posture." Additionally, because the ear can fit in the cavity formed by the pillow, hearing aid wearers can sleep comfortably with their devices in place avoiding the feedback or ringing that often keeps them from sleeping safely with their hearing aids on.

My Hairdo Pillow comes in soft and firm density and can be purchased online for \$39.99 plus shipping. Wholesale pricing is available. For more information or to purchase My Hairdo Pillow, contact Leslie Guria / 770-573-4694 / leslie@footinthedoormarketing.com, or visit <http://www.myhairdopillow.com>.

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