

JERSEYLICIOUS COMES TO AVEYOU BEAUTY BOUTIQUE

Cast Members from Style Network's *Jerseylicious* Will Have a Meet and Greet and Styling Demos at AVEYOU Beauty Boutique

BELMAR, NJ – On the Style Network's, *Jerseylicious*, six stylists from the Gatsby Salon in Green Brook, NJ battle for the spotlight in a comedy meets reality television show. Gayle Giacomo, owner/hairdresser of the Gatsby Salon, is celebrating the release of the GG Gatsby Ooh La La Volume collection of professional strength formula hair care, designed to boost volume and turn heads.

Gayle, along with two stylists from the Gatsby Salon, will be visiting AVEYOU Beauty Boutique at 280G Norwood Avenue in Deal, NJ on Friday, August 17, 2012 from 12-4pm. Both stylists will be giving free summer looks to the guests, including fishtail braids, topknot buns, and express volume blowouts. The team will be using and educating visitors about their line of five GG Gatsby volumizing hair products. The collection uses a unique state-of-the-art natural delivery system that helps to create 40% more volume and 50% more strength in hair.

"I'm beyond thrilled to finally be launching my first hair care line, for both my beloved customers and every other consumer whose hair I hope to touch," says Giacomo. "My heart and soul went into developing each GG GATSBY product, and I hope everyone enjoys using the line as much as I enjoyed creating it."

"Being one of the first retailers to launch GG Gatsby has been an extreme honor. Our local customer base has followed Gayle and her team throughout the years and watched her become a household name in the beauty industry. Her personality and her range of products are a natural fit for success. We look forward to a long relationship together," says Brian J. Esposito, CEO AVEYOU Beauty Boutique.

We invite you to join us for refreshments and live music from DJ SOKO while Gayle and her team will be available for photos, autographs, and hair styling advice. AVEYOU Beauty Boutique carries the complete line of GG Gatsby hair products including the exclusive full collection gift set bag with promotional pricing.

Call AVEYOU Beauty Boutique at (732) 531-1988 to confirm your attendance or book an appointment. On the day of the event, AVEYOU will be giving away Teeze w/ Eez teasing combs (\$24 value) with every purchase of the GG Gatsby gift set bags.

