**TALIAH WAAJID PRESENTS: THE NEW YORK HEALTH & BEAUTY EXPO**

**IN TIMES SQUARE, NEW YORK**

***The leader in natural hair care takes over the big apple on July 23- 24 2016***

ATLANTA, GA (July 21, 2016) ­ Continuing with her commitment to advancing the natural hair community, Taliah Waajid will bring the Taliah Waajid New York Health & Beauty Expo,back to New York City, for the second time. The show originated in Atlanta, GA 19 years ago, New York’s debut last year, was so well received, it is now becoming a staple, as well. The family friendly event will be held on July 23 - 24, at the Sheraton Times Square. The two day expo will give guests the opportunity to sample new products and gain invaluable insight and information on the latest trends in natural hair care. More than a health and beauty show, it is a celebration of originality, unique styles and distinctive culture.

In 1994, Taliah started the World Natural Hair, Health & Beauty Show, the first of its kind. To date there is still no other natural hair show with a platform of this magnitude. As a trailblazer in the industry, she recognized back then a need for more exposure to products that were made to help customers love and care for their natural hair and skin. Bringing many major brands together under one roof gave guests the opportunity to not only find deals, but to also obtain valuable knowledge. She has since successfully grown the show from just 25 exhibitors and 150 attendees, to over 250 exhibitors and 30,000 attendees from all around the world.

Top selling brands are drawn to the event because they see the dedication to not only the consumers, but also professionals. The hair show includes demonstrations, as well as top tier classes for stylists to learn how to take their skills to the next level. Some of the brands that will be represented are Curls, Bronner Bros, Eden Body Works, Camille Rose, Wahl Clippers, Uncle Jimmy Men’s Grooming Products, Mixed Chicks and Taliah Waajid Natural Hair Products. Attendees can also gain information about the latest in financial wellness, fitness and weight management, fashion and the newest developments in skincare and makeup. The show is sure to provide education, while reveling in the different textures and tones of the beauty industry.

A growing favorite is the Men’s Den, dedicated to ultimate experience in grooming for today’s gentleman. Children can enjoy a children’s corner, which allows them to play under staff’s supervision while their parents enjoy the show. Any child under 12 enters the show at no cost. There is also live music that gives attendees a montage of tunes from all genres. It is truly a memorable occasion for anyone, of any age.

For show and schedule updates visit <http://newyorknaturalexpo.com/>

\*\*ALL TICKET SALES ARE FINAL AND NON­REFUNDABLE. A CREDIT TOWARDS THE PURCHASE OF A NEW TICKET FOR A FUTURE SHOW CAN BE ISSUED IN THE AMOUNT PAID\*\*

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ABOUT TALIAH WAAJID

 In 1996, Taliah Waajid helped define the natural hair care industry with the launch of her first collection, Black Earth Products. Taliah has been in the hair care business for over 25 years, specializing in natural, healthy hair. Taliah Waajid is also the founder and presenter of the World Natural Hair, Health & Beauty Show (naturalhairshow.org). Which is the world’s largest natural hair, beauty and health show of its kind. This year, the World Natural Hair, Health & Beauty Show will take place in Atlanta on April 23-­24, 2016, and in New York City on July 23­- 24, 2016. Taliah is a licensed master cosmetologist, natural hair care specialist, educator and product manufacturer of healthy hair care products. To date, Taliah has 4 product lines: Taliah Waajid Black Earth Products, Curls, Waves & Natural Kinky, Wavy & Natural and the newest line, Pure & Natural Shea ­Coco. Taliah Waajid products are sold around the world including North America, South America, Africa, Europe and the Caribbean Islands.

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