



**Melody Zenck**

**Public Relations Specialist**

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December 10, 2021

Jessica Cruel

Editor in Chief

Allure Magazine

4 Times Square (10<sup>th</sup> FL)

New York, NY 10036

Dear Mrs. Cruel,

In response to your request, enclosed you will find a media kit for Shea Moisture. Shea Moisture is a Shea moisture is a personal care company focusing on hair care products such as shampoo, conditioner, hair masks, smoothies, gels, and leave ins and body washes and scrubs. Shea Moisture was introduced in 1991 in Harlem, New York by two Liberians, Nyema Tubman and Richelieu Dennis. They were inspired by Dennis' Grandmother, Sofi Tucker, who sold shea nuts in a village in Sierra Leone in and concocted her own African black soap, shea butter, and homemade hair and skin remedies across the countryside. In the creation of Shea Moisture, their cultural heritage and Sofi Tucker's legacy is continued by utilizing handed down recipes and gathering the best ingredients from around the world. The legacy being to uphold a natural and sustainably produced company that has been tested and proven on the family for four generations and never on animals. All products are made organic and sulfate, paraben and cruelty free which is proudly displayed with the PETA cruelty- free bunny logo on their product packaging and website. Today, Shea Moisture pioneers fair trade through community commerce abroad and there products can be found at almost every local supermarket and drugstore locations, across the U.S. As detailed in the table of contents, the media kit includes a backgrounder, press release, fact sheet, flyer, biography, blog post, newsletter, and feature article.

I look forward to speaking to you on Monday to ensure you've received the Shea Moisture media kit and to arrange for us to meet further. If you have any questions, or need to reach me, please call me at (305) 842-1989. I am available Monday-Thursday from 9 a.m. to 6 p.m. I look forward to speaking with you.

Thank you for your time.

Sincerely,

Melody Zenck

*Public Relations Specialist for Shea Moisture*