

## No More Ugly Bettys

### Betty - Color for the Hair Down There™ Creator Nancy Jarecki Receives Top Beauty Industry Award

Nancy Jarecki, CEO/ Founder of **bettybeauty, inc** receives CEW's "Indie" Award.



Photograph by Robert Jacobs.

(PRNewsFoto/bettybeauty, inc.)

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NEW YORK, May 6 /PRNewswire/ -- Every year, the beauty industry turns out to honor and recognize the best amongst its ranks at the Cosmetic Executive Women (CEW) Beauty Awards. True innovation won at this year's celebrity and beauty icon attended event on May 2nd, with a non-traditional idea in beauty innovation. Receiving top honors, **bettybeauty inc.**, creators of **betty-color for the hair down there™** -- is the **2008 recipient "indie" award**, celebrating "creativity, originality and entrepreneurial innovation within an independent beauty company." Linda Wells, editor in chief of Allure presented the award to company **founder Nancy Jarecki**.

Embracing the very essence of the term "indie", **bettybeauty, inc.**, creators of **betty -- color for the hair down there™**, stands out as an innovative leader in the beauty industry. Recent consumer research and sales figures supports a definitive market desire for this category.

**betty™**, the first and only specially formulated hair dye in a range of colors from blonde to hot pink, was

developed by Nancy Jarecki, a newly minted beauty entrepreneur, just a year ago. Jarecki's concept ... match your hair color from head to toe so as to be a "natural" blonde, brunette or redhead down there as well as up top, cover aging and embarrassing grays or, just experiment and have fun with 'betty' colors like auburn, aqua blue and pink. The product line, which also includes special shaped stencils (called **Charmcils™**) and even a product in blue just for brides, is available online, in select stores and salons/spas and internationally in over 15 countries.

**Nancy Jarecki** was proud to receive this high honor and grateful for the immense response it received from fellow beauty industry leaders. "I was excited and overwhelmed by the response at CEW to **betty**," said Jarecki. "From women applauding me in the ladies' room to more than a dozen people saying they wish they had thought of the idea ... being acknowledged by this crowd of beauty experts was a great feeling."

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