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FOR IMMEDIATE RELEASE:

## J. WHITE & ASSOCIATES TO REPRESENT BETTY DAIN CREATIONS, LLC

J. White & Associates is pleased to announce its representation of Betty Dain Creations in the Western Region and Salon Centric nationally. With roots dating back to the 1940s, Betty Dain Creations' family of brands consists of Betty Dain, Colortrak, Canyon Rose, and Artist's Choice.

"It is an honor to represent this legacy brand," states J. White & Associates president Jeff White. "Betty Dain has been the industry leader in salon apparel for the 22 years that I have been in this business. But they've not stopped there. At the turn of the millennium, Betty Dain Creations acquired Colortrak, building that brand into the industry leader in the professional hair color accessories category. I have never met finer or more honorable people than the Leebow family, Dale Hill, and the entire Betty Dain team; I am so pleased that my team and I get to work with them."



J. White & Associates, based in Charlotte, NC, is an international firm specializing in cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. To contact J. White & Associates, please email [jeff@jwhite-assoc.com](mailto:jeff@jwhite-assoc.com) or call 704-335-1502.

J. WHITE & ASSOCIATES—THE LINK BETWEEN INNOVATIVE  
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