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FOR IMMEDIATE RELEASE:

J. WHITE & ASSOCIATES ANNOUNCES HAUTEHOUSE, LLC PARTNERSHIP

J. White and Associates is pleased to announce its partnership with Hautehouse, LLC, the Atlanta based manufacturer of multiple brands of premium styling tools and hair care products such as Theorie, Nth Degree, Absolute Heat, and Beauty Labs.

“Hautehouse is a great fit for our brand portfolio,” states J. White & Associates VP Kristel White. “This luxury line of tools and hair care products is precisely what our customers have come to expect from JWA: high-performance, premium products. From the packaging to the ingredient deck in the liquids, to the heating elements in the tools, Hautehouse’s brands make no compromises; and they back it all up with a lifetime warranty. A manufacturer that over-delivers in this category of business is truly disruptive, and that’s what we’re doing with these brands – disrupting the marketplace.”

J. White & Associates, based in Charlotte, NC, is an international firm specializing in placing emerging market leaders with key distribution and retailing partners. To contact J. White & Associates, please Email jeff@jwhite-assoc.com or call 704-335-1502.

**J. WHITE & ASSOCIATES—THE LINK BETWEEN INNOVATIVE
MANUFACTURING AND TARGETED DISTRIBUTION.**

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