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FOR IMMEDIATE RELEASE:

## MIAMI-BASED CORTEX INTERNATIONAL SIGNS UP WITH J. WHITE & ASSOCIATES

J. White & Associates is pleased to announce its partnership with Miami-based Cortex International. Established in 2004, Cortex is the industry's leader in hair care innovation, providing the most advanced and fashion-forward collection of hair care tools for both professional and home use.

"We are proud to partner with this preeminent, true manufacturer to advance their family of distinguished brands, including Cortex Professional, BE Professional, and Cortisio among others," states J. White & Associates president Jeff White. "My team is excited to leverage our relationships across multiple channels to take Cortex International to their ultimate level of success."

"J. White & Associates' team has the unique hand-in-glove approach to multiple markets that ideally marries with the various brands and strengths of Cortex," says Tara O'Brien, director of sales and marketing for Cortex. "We have pioneered an exciting new vision in high-performance styling, and we are proud to be the choice of celebrity stylists and their clients alike. I feel strongly that Jeff, Kristel, and their team are the perfect partner in accomplishing our aggressive plans for growth across multiple channels."

J. White & Associates is an international firm specializing in placing emerging market leaders with key distribution and retailing partners. To contact J. White & Associates, please call 704-335-1502 or Email [kristel@jwhite-assoc.com](mailto:kristel@jwhite-assoc.com).