



NOVEMBER 1, 2016  
FOR IMMEDIATE RELEASE:

## J. WHITE & ASSOCIATES ANNOUNCES ALLIANCE WITH THE FREEMAN GROUP

J. White & Associates is pleased to announce its strategic alliance with The Freeman Group, offering the best nationwide coverage in the professional beauty industry. Effective November 1, Nicole Freeman and her capable team will be handling sales for JWA brands in the 13 Western states.

“We feel strongly that Freeman is hands-down the hardest working group of beauty sales professionals in the Western territory (and believe me, we’ve done our due diligence over the past 23 years in this business),” states J. White & Associates VP Kristel White. “Jeff and I will of course remain very much involved in the strategic management of the Western territory, as is the case with the rest of the country. This alliance will extend our unprecedented expert coverage nationwide to provide every vendor partner and customer alike with the experienced selling ‘feet on the street’ that the unique dynamic of the Western territory demands.”

J. White & Associates, based in Charlotte, NC, is a nationwide firm specializing in cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. To reach J. White & Associates and learn more about how we can help grow your business, 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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