

JOICO Continues 5th Year with Pierce Mattie Public Relations for Beauty PR

Date: 10-28-2008 02:49 PM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [Pierce Mattie Public Relations](#)

Agency: **Pierce Mattie Public Relations**



JOICO, the leading professional hair care brand, has renewed their strategic partnership for Beauty PR with Pierce Mattie Public Relations (piercemattie.com). For the past five years, Pierce Mattie's highly skilled Beauty Public Relations team has secured coverage in top tier publications, broadcast outlets and with leading social media influencers. Pierce Mattie will be working with JOICO on several new product launches throughout the upcoming year.

A division of Shiseido, Inc., JOICO has been dedicated to the Art of Healthy Hair since 1975. JOICO provides a wide range of hair care, styling, color and texture products to salons worldwide. JOICO products fuse the latest breakthroughs in hair care science with art and fashion inspirations to offer unparalleled quality and performance.

"JOICO is one of the premier hair care brands in the US and is a favorite among consumers and editors alike. 2008 saw the introduction of exciting launches like Re:Nu Age Defi and Design Collection Phase II. The Pierce Mattie team and the public are excited to see what new product releases JOICO has in store for 2009," notes Jenelle Forin, Account Director of Beauty PR for Pierce Mattie.

For additional information, please visit www.joico.com or contact Pierce Mattie Public Relations at 212-243-1431.

About Pierce Mattie Public Relations: Launched in 2001 by wellness lifestyle editor and expert Pierce Mattie, Pierce Mattie Public Relations remains the industry leader in communications for luxury beauty, fashion, home and fitness brands. With offices in New York and Los Angeles, Pierce Mattie PR has solid relationships with the editorial world of New York and the celebrity world of Hollywood. Pierce Mattie PR has a proven track record of collaborating with its client partners to deliver

consistently outstanding results.

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