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THE MISS UNIVERSE ORGANIZATION AND CHI LAUNCH NEW MISS UNIVERSE STYLE ILLUMINATE BY CHI HAIR CARE LINE

***FOR THE FIRST TIME EVER, THE TWO INTERNATIONAL BEAUTY BRANDS
CREATE HAIR CARE LINE TO BE EXCLUSIVELY SOLD AT ULTA***

NEW YORK, NY – April 2, 2014 – The Miss Universe Organization and Farouk Systems, Inc. announced today that the two internationally recognized beauty brands have partnered to create the first hair care line together named *Miss Universe Style Illuminate by CHI*. The line will hit shelves April 22nd and be exclusively sold at beauty chain superstore ULTA in the United States.

Confidence is the most attractive quality a woman can possess and styled hair makes it easier for a woman to feel confidently beautiful. Specifically engineered for the modern day woman on the go, the *Miss Universe Style Illuminate by CHI* was produced with key ingredients that allow women to rework and mold several styles in one day. A specially formulated blend of vitamins and oils including Moringa and Macadamia, enhance volume to provide hold without product buildup and contain anti-oxidants to make hair smooth and shiny.

“This product line was inspired by the Miss USA and Miss Universe contestants that we have worked with for many years. We see the confidence boost the contestants get once their hair is styled and they are ready to take the stage. We wanted to provide consumers with a line products and tools that would do the same. The products are formulated with the lightweight moringa oil, which maximizes styling versatility and allows for buildable looks—a must have for a beauty queen or a modern day woman on the go,” said Basim Shami, CEO of Farouk Systems.

“CHI has been a sponsor of the pageant since 2005, providing hair care and styling needs to contestants representing nearly 90 different countries, all with very different hair types,” explains Paula Shugart, president of the Miss Universe Organization. “No matter the hair type, CHI consistently delivers flawless, high quality professional care to the women who compete, allowing each of them to shine on stage,” adds Shugart.

The MISS UNIVERSE pageant brings women from all over the world together reminding people that beauty is diverse. The Miss Universe Organization empowers women to be comfortable in their own skin and provides them with the tools to handle any situation with confidence.

The *Miss Universe Style Illuminate by CHI* consists of six products: Restage Dry Shampoo, Work Your Style Flexible Hair, Rock Your Crown Firm Hair Spray, Set the Stage Blow Dry Spray, Spotlight Shine Spray, and

Moringa & Macadamia Oil. The *Miss Universe by CHI* tool collection consists of four devices: Professional Hair Dryer with 1800 watts of powerful airflow, Titanium Hairstyling Iron, Titanium Volumizing Iron, and 1 ¼ Titanium Curling Iron.

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ABOUT THE MISS UNIVERSE[®] ORGANIZATION

The Miss Universe Organization, a Donald J. Trump and NBCUniversal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. The organization is dedicated to partnering with charities around the world, and to increasing HIV/AIDS awareness by focusing on women's health issues. For more information, visit: www.missuniverse.com; Facebook: www.facebook.com/MissUniverse; Twitter and Instagram: @MissUniverse.

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