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NovaLash, Inc. Announces Country/Pop Sensation Jessie James as Official Spokesperson

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NovaLash, Inc. is pleased to announce that celebrity country/pop artist, Jessie James, is the company's new celebrity spokesperson. Jessie will appear in the company's consumer and trade publication ads and promotional materials as well as participate in NovaLash's publicity campaign.



<<< [Click here to see Jessie James video on SALONGALAXY.com](#)

"When I found out Jessie James was wearing our lashes, I immediately knew she would be the perfect starlet to represent our line. We love Jessie's look and attitude—she embodies everything that NovaLash represents: beauty, empowerment and self-fulfillment," says Ali Moon, marketing/pr rep for NovaLash. "Jessie makes the look of luscious, fluttery lashes a personal beauty statement and we are thrilled to put her in the lash extension spotlight," says Sophy Merszei, CEO of NovaLash. www.thisisjessiejames.com.



<<< [Click here to see Jessie James video on SALONGALAXY.com](#)

Jessie James released her new single "Boys in the Summer" on June 29, 2010. Her video premiered on CMT on June 18 and she was in full-force with her NovaLash fringe. MTV named her breakout female pop star of 2009 and was featured as one of MTV's Top 20 under 25. Jessie also claimed her spot as one of Maxim's Hot 100 in 2010. For more information on Jessie James see the video on SALONGALAXY.com

NovaLash, Inc. is the leading global innovator, manufacturer and marketer of eyelash extension products and the physician formulated, medical grade adhesives. Medically safe, singular lash extensions serve as an innovative alternative to conventional eye makeup to enhance the length, fullness and color of natural lashes. A team of physicians and scientists from University of Houston and Baylor College of Medicine created NovaLash alongside husband and wife team, Sophy Merszei and Justin Merszei, M.D. Recently NovaLash expanded into the global market and is currently being distributed in 36 countries and counting. For more information visit www.novalash.com or <http://www.salongalaxy.com/NovaLash/>