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Target Expands Beauty Offerings with New Hair Care Collections



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Target spruces up hair care assortment with launch of Miss Jessie's, among others

MINNEAPOLIS — Target has expanded its hair care assortment to include African [American](#) salon [products](#) never before offered at mass. Now available at select Target stores and Target.com, the new offerings include Miss Jessie's, CURLS, The Jane Carter Solution, and the Target exclusive SheaMoisture. This expansion further delivers on the retailer's Expect More. Pay Less™ brand promise while providing guests with convenient access to the brands they know and trust.

"By offering an accessible assortment of salon-quality brands and everyday essentials, Target is the destination for guests' beauty needs," said Keri Jones, senior vice president, merchandising, Target. "With the introduction of Miss Jessie's and other new launches, our guests will now find more of the products they want, need and trust."

Boutique Brand Miss Jessie's

The heart of the hair care expansion at Target is the launch of the Miss Jessie's® product line at mass. Known throughout the hair care industry and favored by celebrities including Alicia Keys, The Roots, Holly Robinson Peete and Randy Jackson, Miss Jessie's is considered the go-to product

line for curls and waves. Initially developed to manage the curl of African American hair, Miss Jessie's products have since found a strong fan base among people of all backgrounds looking to enhance curly [hairstyles](#).

"Words cannot express how proud we are to see Miss Jessie's at Target as it gives our products the national platform we've always dreamed of," said Miko Branch, co-founder, Miss Jessie's. "When my sister and I were young, our paternal grandmother – the original Miss Jessie – would create formulas to manage our curls. These products were inspired by her passion and love of beauty and we can't wait to share it with Target guests far and wide."

The Miss Jessie's assortment at Target will include the award-winning Miss Jessie's Curly Pudding® as well as the following products:

- Miss Jessie's Curly Meringue®
- Miss Jessie's Curly Buttercreme®
- Miss Jessie's Baby Buttercreme®
- Miss Jessie's Crème de la Crème Conditioning Crème®
- Miss Jessie's Crème de la Curl Cleansing Crème®
- Miss Jessie's Stretch Silkening Crème®
- Miss Jessie's Super Slip Sudsy Shampoo®
- Miss Jessie's Quick Curls®
- Miss Jessie's Rapid Recovery®

Prices range from \$14.00–58.00.

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Other New Collections Make Debut

In addition to the launch of Miss Jessie's, Target has added other beloved hair care brands to its mix.

CURLS

CURLS is the first line of premium, ethnic hair care products created specifically for biracial/multiracial women and girls with naturally curly hair. The products were uniquely created with this curly hair type in mind. Target now offers the following CURLS cleansing, conditioning and styling products:

Creamy Curl Cleanser
Coconut Curlada Conditioner
Lavish Curls Moisturizer
Goddess Curl Gel
Cream Brule
Prices range from \$7.99–10.99.

The Jane Carter Solution

Natural-based products that work effectively for every hair type, The Jane Carter Solution product line was specifically designed for dry hair including curly, wavy, straight, relaxed, natural hair, color treated and locked hair. The products feature ingredients derived from nature, such as natural butters and certified organic essential oils, and add vibrancy and shine to hair. Target now offers the following Jane Carter Solution products:

Scalp Serum
Nourish and Shine
Moisture Shampoo
Nutrient Conditioner
Revitalizing Leave-In Conditioner
Wrap and Roll

Prices range from \$7.99–21.99.

SheaMoisture

An exclusive at Target, with over 14 new natural and organic **personal** care solutions, SheaMoisture shampoos, conditioners and hair treatments will be offered, all priced at \$9.99.

African Black Balancing Shampoo
African Black Balancing Conditioner
African Black Intensive Scalp Elixir
Raw Shea Restorative Shampoo
Raw Shea Restorative Conditioner
Raw Shea Cuticle **Bonding** Elixir
Raw Shea Restorative Trauma Masque
Coconut Hibiscus Curling Shampoo
Coconut Hibiscus Curling Souffle
Coconut Hibiscus Hold & Shine Daily Moisture Spritz
Coconut Hibiscus Curl & Style Milk
Yucca & Aloe Volumizing Shampoo
Yucca & Aloe Volumizing Conditioner
Yucca & Aloe Volumizing Hair Spray

Products are available at select Target stores and online at Target.com.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at **affordable** prices. Since 1946, the corporation has given 5 percent of its income through community grants and **programs** like Take Charge of **Education**. Today, that giving equals more than \$3 million a week.

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