

# Enhancing the Beauty of Asian

## Hair



*Proud of my Asian ethnicity, I have always valued the Asian qualities of my hair.*

*However, after years of generic hair care products, my hair had lost its natural qualities.*

*I searched for a product that would bring out its Asian beauty.*

***No such product existed.***

*So I decided to create it.*

A unique formula enhanced with a traditional Asian fruit, Black Pearl shampoo and conditioner will enhance the 3S's of Asian hair:

- ***Strength***
- ***Shine***
- ***Softness***

The target market, Asian women aged 22-40, is approximately \$154M in size, and the product has the opportunity to expand outward into the entire US hair care market worth \$7.4B.

Black Pearl is initially looking to raise \$25,000, for product development and a pilot launch in Boston. A \$30,000 drawdown is requested in anticipation of a large volume of orders immediately.

A second round of funding for national expansion will follow a successful pilot.

Please contact us at  
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for more details on this investment opportunity.