

# Mizani recruits Shingai Shoniwa as celebrity ambassador

/EINPresswire.com/ UK (Submitpressrelease123.com - press release) Haircare specialist [Mizani](#) has recruited rock singer and model Shingai Shoniwa - lead vocalist and bassist in London band Noisettes - as its first-ever celebrity brand ambassador.

Established in 1991 and part of the world-famous L'Oreal Professionnel products division, Mizani specialises in premium haircare products tailor-made to help women with curly hair to achieve beautiful, healthy-looking hair. Shingai will represent the Mizani brand across a range of marketing materials.

"I am thrilled to announce Shingai Shoniwa as the face of Mizani," said Mizani senior product manager Tumi Soyinka. "When we began the search for our celebrity ambassadress, there was no other female who came to mind as powerfully as she did. Shingai is an intelligent, beautiful, aspirational and strong, successful British woman who wholly embodies the ethos of our premium haircare brand, to which she is no stranger."

Shingai's distinctive style and her powerful vocal abilities have brought her international fame since Noisettes exploded on to the music scene with their debut album, What's the Time Mr Wolf?, in 2007. Her unconventional flair, eclectic hairstyles and striking dress sense have also made her a regular fixture on the fashion scene.

"I'm a huge fan of Mizani's products and their philosophy, so I'm honoured to have been selected to represent the brand as their first ever celebrity ambassador. I love to experiment and I'm constantly changing up my style, so the Mizani range is perfect for me, particularly their True Textures collection as it caters to natural hair types like mine," Shingai explained.

The new partnership between Mizani and Shingai will kick off with an exclusive photo shoot, images from which will appear across print and online media including specialist hairdressing trade publications. Shingai will also share exclusive secrets from her personal haircare regime and participate in press days and interviews on behalf of Mizani. In addition, she'll make a range of personal appearances to help promote the Mizani brand to consumers and salon partners alike.

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## About Mizani:

Mizani - meaning 'balance' in Swahili - offers a wide range of specialist haircare products, especially designed for curly hair textures including Afro and mixed-race hair. With advanced formulas tailor made to engineer healthy, beautiful hair, Mizani's range includes [Mizani butterblend](#), [Mizani thermasmooth](#) and a wide selection of other products.

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