

Nu Standard® Announces 11-City CosmoProf Store Tour, In Honor of New Hydrasilk® Hydrating Bond System

To celebrate the launch of HYDRASILK®, Nu Standard® will tour 11 cities, visiting select Cosmo Prof Stores and educating Licensed Professionals on its use.

DALLAS, TEXAS, UNITED STATES, March 13, 2023 /EINPresswire.com/ -- [Nu Standard®](#), a state-of-the-art haircare brand curated for the Busy Queen on-the-go, is formally announcing its nationwide tour at select [Cosmo Prof](#) stores, kicking off on March 13, 2023 in Los Angeles, California, and ending on April 25, 2023 in New York City. The 11-city tour comes fresh off the launch of its new professional haircare treatment, the [HYDRASILK® Hydrating Bond System](#), which is exclusively carried at Cosmo Prof stores across the U.S. – the leading distributor of salon products to Licensed Professionals in the hair industry.

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We're so excited to visit Cosmo Prof stores nationwide. We look forward to meeting the Cosmo Prof team and customers to share the Hydrasilk® experience and to provide live product demonstrations.”

Autumn Yarbrough, CEO and Founder of Nu Standard®

The HYDRASILK® Hydrating Bond System is made up of the HYDRASILK® Bond Builder and the HYDRASILK® Bond Silkner, which powerfully unite for a two-step

reconstructive treatment for textured hair. The system provides intense moisture and strength to each strand – making the hair many times stronger than before, and decreasing shedding and breakage. The system was introduced exclusively at Cosmo Prof stores nationwide this January, and marked the first-ever distribution of a bond system curated by a Black woman and specifically designed for professional use, and for textured hair, regardless of ethnicity.

The 11-city HYDRASILK™ tour will officially begin on March 13th in Los Angeles, CA. Making appearances will be the brand's Founder and CEO, Autumn Yarbrough; Chief Education Officer, Lenita Griffis-Browning; and Education Director, Alana Snowden.

“We're so excited to visit Cosmo Prof stores nationwide. We look forward to meeting the Cosmo Prof team and customers to share the Hydrasilk® experience and to provide live product demonstrations,” said Autumn Yarbrough, CEO and Founder of Nu Standard®.

HYDRASILK® 2023 PRODUCT LAUNCH TOUR

The official HYDRASILK® Tour will include the following cities and Cosmo Prof stores:

March 13: Los Angeles, CA Store 9302 - Pasadena

March 14: San Francisco, CA Store 87018 - San Leandro

March 20: Memphis, TN Store 6268 - Memphis

March 21: Charlotte, NC Store 6406 - Charlotte

March 27: Atlanta, GA Store 66017 - Atlanta

April 3: Washington DC Store 6400 - Alexandria

April 4: Baltimore, MD Store 6429 - Baltimore

April 10: Cincinnati, OH Store 66266 - Cincinnati

April 11: Chicago, IL Store 66217 - Broadview

April 24: Philadelphia, PA Store 6771 - Philadelphia

April 25: New York, NY Store 6185 - Lynbrook



Nu Standard launches its HydraSilk Hydrating Bond System exclusively at Cosmo Prof stores in January 2023.

The complete HYDRASILK® Hydrating Bond System, which includes the HYDRASILK® Bond Builder and the HYDRASILK® Silkner, is available exclusively for professionals at Cosmo Prof stores nationwide, and will retail starting from \$60.00. For more information on Nu Standard™, HYDRASILK™, or the product launch tour, visit hydrasilkpro.com.

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About Nu Standard®

Nu Standard® | CBY Beauty Inc. is a Black-Owned, innovative marketing and manufacturing company delivering an easier and better haircare journey through wellness and health. Hailing from a three generation legacy within the industry, Nu Standard® Founder Autumn Yarbrough developed a cutting-edge solution to help the busy woman on-the-go address her hair loss from unmanaged stress. The clinically tested system adopts a drug-free and self-care approach, thereby making it simple for the Busy Queen on-the-go to Nourish + Treat + Care for her mind, body, and hair. In January 2023, Nu Standard® launched its HYDRASILK® Hydrating Bond System exclusively at Cosmo Prof stores nationwide, for professional use and specifically for textured hair, regardless of ethnicity.

Leah Frazier
Think Three Media
+1 469-428-7498
Leah@ThinkThreeMedia.com

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