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Announcement: The World's 1st Beauty Book for Redheads Hits Shelves on April 12, 2016

Written by the sisters who started the Red Hair Revolution

December, 2015. New York, NY--- HowtoBeaRedhead.com was launched by redheads, sisters and co-founders, Adrienne and Stephanie Vendetti in 2011. The brand now garners 500,000 unique hits per month, has over 150,000 engaged social media followers, regularly partners with top beauty brands and has been recognized by the top publications.

“Growing up, we would scout the beauty book aisle and quickly noticed there was a guide for every nationality, skin and hair type, except for those with red hair,” says Stephanie Vendetti, “ We still find it shocking! We’re overjoyed to bring the world the 1st- ever beauty book dedicated to redheads.”

The *How to be a Redhead* book hits shelves on April 12, 2016. Its tagline, “The Essential Guide To Becoming Your Most Radiant, Redheaded You,” is the first beauty book to cater to those with red locks. Redheads know that having red hair is more than just a color -- it’s a way of life that comes with its own challenges, like unique makeup needs, fashion questions and hair dilemmas. *How to be a Redhead* has the answers to all redhead beauty questions, with specialized advice and tips for hair care, skincare, makeup, health and fashion.

The 272 page book also includes celebrity commentary from American Fashion Designer, Nicole Miller, Julie Klausner (*Difficult People*), Christiane Seidel (*Boardwalk Empire*), Sondra Currie (*The Hangover*), Challen Cates (*Big Time Rush*); the beauty teams behind A-list stars: Julianne Moore, Christina Hendricks, Reba McEntire.. and more!

For those who think this segment of society is too small to target, the Vendetti sisters want them to think twice. “Many people forget about redheads, especially in the beauty industry,” says Adrienne Vendetti. “But, if you look at the numbers, about 6% of America alone are natural redheads. That’s about 19 million people, and that doesn’t include those who dye their hair.”

“I only wish I had a go-to guide like How to be a Redhead when I was growing up! Being a part of the 2% of redheads on the planet is not easy. The Vendetti sisters are sharing a collection of great and useable secrets just for us!”

—Sondra Currie, Actress/Producer, The Hangover

“How to be a Redhead is a wonderful resource for any redhead because it promotes self-love, body confidence and pride in your ginger fabulousness! If only I had this book when I was growing up!”

—Challen Cates, Actress, Big Time Rush

How to be a Redhead is packed full of all the inspiration and advice a redhead could ever want. With this must-have book, redheads will learn to rock your red head with confidence, grace and glowing beauty. Stay tuned for dates and city announcements for the 2016 USA *How to be a Redhead* Book Tour. Pre-order your copy now:

www.howtobeaRedheadBOOK.com. Published by Page Street Publishing.

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About The Authors: Adrienne & Stephanie Vendetti are sisters, best friends and cofounders of the popular website HowtoBeaRedhead.com. They coined the phrase “Rock it like a Redhead” to proclaim the importance of rockin’ red hair with certainty and spunk. They now curate and produce live redhead red-carpet beauty events under the same name. The How to be a Redhead brand has been featured by the *New York Times*, ABC News, Refinery29, *Cosmopolitan UK*, BuzzFeed, DailyMail, *Fast Company*, *SHAPE* magazine and others. They live in New York, New York.

Pre-order the *How to be a Redhead* Book today: www.howtobeaRedheadBOOK.com For more, visit: www.HowToBeaRedhead.com