



Spectrum Brands, Inc. Partners with Thalia Sodi To Launch 'Smarter Technology. Better Beauty.' Campaign

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NEW YORK, March 27, 2019 /PRNewswire/ -- Today, Spectrum Brands, Inc., owner of LumaBella™ innovative haircare tools backed by science, announces the official launch of its '*Smarter Technology. Better Beauty.*' campaign. Spectrum brings on Thalia Sodi, world-renowned singer, songwriter, and entrepreneur as its celebrity beauty ambassador for the year.



"The '*Smarter Technology. Better Beauty.*' campaign is an incredible platform for these innovative products. I always bring my A-game when it comes to my hair, and I trust LumaBella to make me look and feel beautiful," said Thalia Sodi, LumaBella Brand Ambassador. "The new Keratin Touch Wand is my absolute favorite!"

The full year campaign features micro-influencers to integrate LumaBella into the conversation. Using hashtag #LumaBellaBeauty, micro-Influencers will create content from their first-hand experiences and post to their channels.

'The Smarter Technology. Better Beauty.' campaign will reinforce the efficacy and benefits of the Keratin Micro Conditioner technology infused within the new LumaBella Keratin Touch Family of products.

LumaBella's Micro Conditioning Technology includes a combination of ceramic with keratin protein to help reduce frizz, breakage and ensure a healthy shine. The Keratin Micro Conditioning Technology provides next generation technology for healthier looking hair.

Each of the four new products includes these proprietary micro-conditioners that allow styling without damage. The range includes:

- **Keratin Touch Dryer** - Ceramic coated grill contains a slow release conditioning gel
 - **90% more ions***
 - **3x more protection***
 - * vs. Standard Spectrum Brands DC Dryer
- **Keratin Dual Touch Styler** - Ceramic plates are infused with keratin micro-conditioners which evenly emit onto hair during styling with no oily residue
 - The combination of the Heat Sensor and Micro-Conditioning technology in the Keratin Dual Touch Styler results in:
 - **2x Stronger Hair***
 - **50% Less Breaking and Splitting***
 - **50% Less Damage***
 - *vs. using this styler without the heat sensing technology
- **Keratin Touch Wand & Curling Iron** - Micro-conditioners are embedded into the ceramics of the barrel to ensure a healthy shine.

The Keratin Touch Family of products range in price from \$79.00 - \$99.00 and are available on www.lumabella.com and Amazon Luxury Beauty. For more information on Smarter Technology, Better Beauty, visit the website at www.lumabella.com and follow the conversation on social media @LumaBellaBeauty.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit www.spectrumbrands.com.

About Thalia

Thalia is a superstar singer, songwriter, entrepreneur, philanthropist, actress, fashion designer and digital influencer. She rose to fame after starring in various telenovelas that have been translated in several languages and have aired in more than 180 countries with a viewership of more than two billion people worldwide. She has had 28 Top 10 singles — 15 of which went to No. 1 — and she has sold more than 45 million records, making her one of the bestselling Latina artists of all time. She has also received two Latin Billboard awards and several Premios lo Nuestro and Premios Juventud awards — and was recognized in 2013 with a star on the Hollywood Walk of Fame. She has been named one of People Magazine's Most Beautiful (Los Más Bellos) a record nine times (May 2012) and one of the top 25 most powerful Latinas by People en Español.

About Authentic Brands Group

Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global entertainment and lifestyle brands. Headquartered in New York City, ABG manages, elevates, and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers, and retailers. Its brands have a global retail footprint in more than 100,000 points of sale across the luxury, specialty, department store, mid-tier, mass, and e-commerce channels and more than 4,600 branded freestanding stores and shop-in-shops around the world. ABG is committed to transforming brands by delivering compelling product, content, business, and immersive brand experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms, and emerging media. ABG's portfolio of iconic and world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Michael Jackson® (managed brand), Nautica®, Aéropostale®, Juicy Couture®, Vince Camuto®, Herve Leger®, Judith Leiber®, Frederick's of Hollywood®, Nine West®, Frye®, Jones New York®, Louise et Cie®, Sole Society®, Enzo Angiolini®, CC Corso Como®, Hickey Freeman®, Hart Schaffner Marx®, Adrienne Vittadini®, Taryn Rose®, Bandolino®, Misook®, 1.STATE®, CeCe®, Chaus®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, Above The Rim®, Hind®, Thomasville®, Drexel®, and Henredon®. For more information, please visit ABG-NYC.com

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