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## Bachelor & Bachelor Pad's Gwen Gioia Becomes New Spokesmodel With Ashley Elmore For SHE Hair Extensions By SO.CAP.USA



Gwen Gioia has recently been enlisted as one of the planned new company spokesmodels for SHE Hair Extensions by SO.CAP.USA. She is best known for her appearances on ABC's hit television show *The Bachelor* and most recently *The Bachelor Pad*. Her love of the lime-light stemmed from her love of dance and theater throughout her childhood and college career. This led her to join a modeling agency which she's been with for over 10 years. Gioia notes, "I'm very spontaneous and adventurous when it comes to new and exciting opportunities, which is actually how I got involved with modeling in the first place." With upcoming television appearances and spokesmodel opportunities, Gioia decided that professional hair extensions would be the perfect way to update her look. "My hair is very thin so I've always admired the full hair look of celebrities on the covers of magazines. I love hair!" Her fear, like many other people, was that hair extensions might damage her already fragile hair. She notes, "After doing some extensive research on the extensions, all of my fears were quickly alleviated. I read reviews of other people that have used them and I was happy to find that all the reviews I came upon were extremely positive." Gioia recently received a makeover with a full head of 100 percent human hair extensions provided by Kathy Williams of the Mid Atlantic Regions, while using SHE Hair Extensions by SO.CAP.USA to create a variety of new hairstyle designs for Gioia. Williams is a member of the National Education Team for SHE Hair Extensions. Gioia's exposure to the modeling world has allowed her to break into the television world, especially that of reality television. "It's really all about aligning yourself with the right people because there are certain opportunities you can only gain with the right person or the right agent." That is what led her to *The Bachelor*. "I didn't even apply to be on it, it kind of just fell in my lap. I would have never done it, if I had the time to really think about it, so I just went with it. In the end, *The Bachelor* was such a positive experience for me that it was worth taking that risk again with *Bachelor Pad*." Gioia's experience on TV opened up many doors for her. Subsequent to *The Bachelor* and *Bachelor Pad* TV shows, Gioia participated in many TV and radio interviews. She's appeared on shows such as *Good Morning America*, *The View* and the E! *True Hollywood Story: The Bachelor*. After *The Bachelor* she went on to cowrite a book titled "Nobody's Perfect" based on her dating experiences. She's also had the opportunity to be affiliated with the Philadelphia Eagles, Phillies, and Flyers. Currently she's working on the QVC Network as a special program host. In addition to all of her modeling and spokes model work, Gioia maintains full-time employment as a human resource professional in the pharmaceutical industry. Gioia hires and interviews nurses, doctors and medical writers or anyone involved in clinical trials. Gwen Gioia double majored in Psychology and Interdisciplinary Social Sciences from State University of NY at Buffalo and also earned her Masters in Industrial Organizational Psychology from West Chester University. Gioia proclaims, "I love SHE Hair Extensions by SO.CAP.USA! For me the ability to try new styles, even though I wasn't born with the length or volume is amazing. With SHE Hair Extensions by SO.CAP.USA, I have finally got the glamorous look that I've always wanted. There's just so much you can do with professional hair extensions!"



Ashley Elmore also recently appeared on ABC's hit television shows *The Bachelor* and *Bachelor Pad*. With the possibility of participating in new and upcoming reality TV shows, Elmore decided that professional hair extensions were something she wanted to invest in. "I am lucky to have long, pretty, brown hair but I've always wanted more length, body and volume. I've worn clip-in extension before, but I wanted a more permanent solution." Her fear, like many others was that hair extensions wouldn't look natural, would fall out and might even damage her healthy hair. She notes, "After finding SHE Hair Extensions by SO.CAP.USA her fears were alleviated. Not only is the Remy hair 100 percent real for a natural look, but it is also bonded to my natural hair using keratin bonds to prevent slippage. Additionally, the warm or cold fusion methods do not cause damage to your natural hair. Many other brands did not possess these attributes and I knew that I wanted SHE Hair Extensions by SO.CAP.USA." Elmore recently received a makeover with a full heard of 100 percent human hair extensions provided by Kathy Williams of the Mid Atlantic Regions, while using the extensions to create a variety of new hairstyle designs. Williams is a member of the National Education Team for SHE Hair Extensions. Beforehand, Elmore noted that she was worried the hair extensions would be obvious and feel strange to the touch, "I really thought it would feel weird, but it definitely doesn't. The extensions look and feel like my own hair. This is incredible!" After requesting a makeover and seeing her new extensions, Elmore proclaims, "I absolutely love it. I'm going to keep looking in the mirror all day long! The extensions really do look like my natural hair, I feel so glamorous and beautiful!" SHE Hair Extensions by SO.CAP.USA has been featured on Bravo TV's *Shear Genius* over the past two seasons as well as in many national consumer and professional trade publications. For more information about the extensions or to register for a certification class with a regional office near you, call 877-855-4247 or 914-423-6545. Visit them on the web at [www.socapusa.com](http://www.socapusa.com) or email them at [info@socapusa.com](mailto:info@socapusa.com).