



Casey Durkin ~ New Spokesmodel For SHE Hair Extensions by SO.CAP. USA

Mahopac Falls, NY Casey Durkin, a fast rising Hollywood celebrity model and actress has been enlisted to become the first in a series of planned new company spokesmodels for SHE Hair Extensions by SO.CAP. USA.

Casey Durkin is a Red Carpet Correspondent for "Your LA" on NBC. She was formerly Miss Los Angeles USA and a Miss California finalist. She has had leading roles in music videos for The Rolling Stones, Faith Hill, Tim McGraw and Christina Aguilera. Durkin was in the Dukes of Hazard movie and was most recently in a national TV commercial for Absolute Poker that played during the NBA Finals and the NFL Football Seasons as a Playboy Bunny. Durkin will be featured in a number of upcoming movies and new TV shows including Cougar Town and Bad Date Betty. Durkin recently participated in a special SHE Hair Extensions by SO.CAP. USA Leather & Lace fashion event and photography session in Boston, MA.

Joseph Accolla of SHE Hair Extensions by SO.CAP. USA New England recently gave Durkin her hair extensions consultation and makeover. Accolla notes, "Like most clients, we want our models to look beautiful while having versatility to meet their active lifestyles. We discussed Casey Durkin's special needs, desires, likes and dislikes, before we began." Durkin adds, "I first wanted shorter hair. Then, I decided to have SO.CAP. USA Hair Extensions after I mistakenly chopped off my hair one day. I saw a great haircut and style on Linda Evangelista, so I thought that I would try it. It did not work for me. Then, I learned that growing my hair out long again really wasn't that easy. I wanted more volume and length, while I also wanted a more natural look with my haircolor. I tried four other hair extension companies. I was unhappy with the others. I absolutely love SHE Hair Extensions by SO.CAP. USA! It blends with my own hair and it does not damage my natural hair. The special benefits are great and distinctively different. Not all hair extensions are alike. SHE Hair Extensions by SO.CAP. USA look very natural, I can easily comb through it on my own with my special brush and it lasts a full six months! Plus, one of the biggest secret benefits is that you really can't feel them in my hair. SHE Hair Extensions by SO.CAP. USA make me feel more glamorous, attractive and sexy. I learned that there is a big difference in the quality of professional hair extensions. SHE Hair Extensions use real human hair with special keratin bonds. When I tried other hair extensions, they really only lasted a few weeks, never more than 2 weeks. The SO.CAP. USA hair extensions bonds are not easily detectable and they really do last! They are smaller and much less visible."

Durkin heard of Joseph Accolla and SHE Hair Extensions by SO.CAP. USA in Boston from another Hollywood model – a woman who had beautiful long natural hair. She asked her who did her hair extensions and how she liked them. Durkin adds, "By working through a consultation with Joseph, we discussed my wishes, needs and challenges. SHE Hair Extensions by SO.CAP. USA has so many haircolor shades, it was very easy for me to select what I really wanted. Together, we selected the hair texture and haircolor that was perfect for me. As a professional model, I know that women will always want to have bigger and longer hair. My hair would never have been big enough naturally without some enhancements. With SHE Hair Extensions, I have the perfect look and I am able to still have perfectly healthy hair without any harsh chemical services. My hair would not grow fast enough on its own. I always wanted bigger and longer hair, so hair extensions were the perfect solution for me! I use all of the SHE Hair Extensions by SO.CAP. USA professional haircare products to maintain my hair extensions and to make them last longer. I couldn't be happier with my decision. I would recommend SO.CAP. USA Hair Extensions to any woman who wants bigger, longer and more glamorous hair, whether or not they are a model.

Casey Durkin notes, "I have always loved working in fashion, it is exciting and always changing. I have my own clothing and jewelry line called "Hush Money". However, my ultimate career goal is to be a TV fashion show host. A casting director and friend helped me to explore opportunities in the entertainment business by providing me with some work in music videos. These videos helped share my talents as a dancer, actress and model. After that experience, I decided that I would like to focus more of my talents as a TV host. I have worked two Red Carpet events as a Maxim correspondent and would love to help host beauty events and cover Fashion Week."

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 SHE Hair Extensions by SO.CAP. USA 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 or email them at Info@SOCAPUSA.com. SO.CAP. USA® Hair Extensions is headquartered at 175 Myrtle Avenue, Mahopac Falls, NY.

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