

Bad Hair Day? Open the Fridge

Roberto Ramos & Yolanda Perez Encourage Latinas to Look at Beauty from the Inside Out

BERKELEY, CA, July 20, 2006 – Each day, millions of women spend their hard earned cash on expensive shampoos, conditioners, oils, gels, mousses, creams, sprays and chemical dyes — all in the pursuit of fabulous hair. Latinas, in particular — with their passion for personal beauty goods — have helped turn the global beauty industry into a \$38 billion dollar business.* In fact U.S. Hispanics spend 30% more on personal beauty care products than other Americans. But stylists say that, while some hair care products are necessary and desirable for daily upkeep, women seeking truly shiny, silky, beautiful hair should look past the shower to the refrigerator instead.

"Many people think that great hair starts with shampoo and conditioner," says Hollywood-based Estilo Salon stylist and co-owner, Roberto Ramos, whose celebrity client roster includes Jessica Alba, Brittany Murphy and Sharon Stone. "But, it really begins with what you eat. Beautiful hair needs vitamin and protein-packed beauty foods."

Top of the 'Beauty Foods' list is good, old-fashioned milk. In fact, milk is one of the best sources of the vital nutrients that help maintain strong and healthy locks. According to research, cow's milk contains the ideal mix of essential nutrients for beautiful healthy hair. The proteins and lipids in milk work to strengthen hair, while the calcium promotes hair growth and aids in preventing hair loss. Milk also contains other hair-friendly nutrients like Vitamins A, B6, and biotin and potassium all of which work together to keep hair soft and shiny.**

"Beautiful hair is a reflection of a healthy body," continues Ramos.

Roberto Ramos is part of a new GOT MILK? initiative to educate Latinas about the tangible and long-term ways dietary choices affect beauty. He joined regional Mexican songstress Yolanda Perez to kick off GOT MILK?'s new beauty campaign during a photo shoot at Ramos' salon, Estilo, in Hollywood, CA. "We tend to worry about our beauty as being only physical but it's important for Latinas to think about what we're eating and drinking as part of our beauty regimen as well," says Yolanda Perez. The GOT MILK? folks have also launched a new TV advertising campaign which aims to encourage Hispanics to re-think milk as a wonder tonic, including as an ideal beauty aid. In 'Amazon Hair Goddess' viewers see gorgeous Amazon-like women — with healthy strong bodies and voluminous long tresses — carrying buckets, tying up their horses, lifting logs and climbing trees... all with their hair!

"We want to remind women that products applied on the outside will not compensate for inadequate nutrition on the inside," says Steve James, Chairman of the California Milk Processor Board. "Good nutrition should be the single most important element in any beauty regimen."

So somewhere between that carton of eggs and last night's leftovers, sits the perfect hair beautifying elixir... good, old-fashioned milk. So it looks like mom was right, beauty really is more than skin deep. It's in your hair.

* The Economist, May 22, 2003. www.economist.com/printedition/printerfriendly.cfm?story_id=1795852

** *American Dietetic Association Complete Food and Nutrition Guide*, 2nd Edition; *Krause's Food, Nutrition and Diet Therapy*, 11th edition.

About Robert Ramos & Estilo Salon

Roberto Ramos, hairstylist to the stars, counts Jessica Alba, Brittany Murphy, and Jennifer Love Hewitt, among others, as part of his celebrity clientele. Roberto Ramos was recently featured in InStyle, Glamour, and Harper's Bazaar while his Hollywood salon Estilo Salon was named best salon in Los Angeles in the June/July 2006 issue of Tu Ciudad Magazine.

Estilo, opened in 1992, and has been published in magazines such as Vogue and American Salon. Located in Los Angeles, California on the popular and hip Beverly Blvd., Estilo Salon is one of the most frequented salons by celebrities and musicians alike as well as anyone else that just wants to look like a star.

About the CMPB

The California Milk Processor Board was established in 1993 to make milk more competitive and increase milk consumption in California. Awareness of GOT MILK? is over 90% nationally and it is considered one of the most successful campaigns in history. GOT MILK? is a federally registered trademark that has been licensed by the national dairy boards since 1995, including on all those milk mustache ads. GOT MILK? gifts and recipes can be viewed at www.gotmilk.com. The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture.

MEDIA ONLY: For more information, an interview, or a copy of 'Amazon Hair Goddess' please email press@gotmilk.com or call 310-473-4422.