



**Maria McCool makes Promotional Appearance on QVC's Beauty Lineup  
Launches RECLAIM SERUM Boasting Moroccan Argan Oil.**

NEW YORK, March 14<sup>th</sup>, 2009 – Maria McCool, owner of Calista Grand Salon and Spa, united her inclination for innovation with her passion for easy beauty to satisfy a need in the hair care market with RECLAIM serum, a product that nourishes and protects hair with pure Moroccan Argan oil. As if to celebrate the launch of this versatile and outstanding product, Maria McCool is launching her new website dedicated to RECLAIM as well as the other line of the hair care products that millions of people depend on. Already known for delivering lustrous, healthy locks that showcase modern, high performance style, Calista TOOLS by Maria McCool's new addition – RECLAIM – reinforce her already considerable commitment and enthusiasm for the purest ingredients, simple steps, and innovative methodology to treat and maintain beautifully healthy hair.

Maria McCool will make a highly anticipated promotional appearance on QVC's Beauty Line Up on Saturday, March 14<sup>th</sup> at 7:00 pm, during the Beauty Line Up. During her first appearance on QVC, Maria completely sold out of her product in under an hour. Matching her past success with a new, fabulously fine-tuned product, her return to QVC will surely be well received.

**RECLAIM** enhances the overall condition of any type of hair because the product utilizes the latest discovery in hair care -- pure Argan Oil. Called the "Liquid Gold of Morocco" by *The New York Times*, this precious oil is a highly concentrated source of Vitamin E. However, the novelty of this fabulous product is its ability to provide superior conditioning with a light consistency that won't weigh down even the finest tresses.

Unlike other products that aim to change the integrity, color, or shape of hair, RECLAIM lives up to its namesake; this organic oil heals any kind of damage, whether from hair color, permanent waves, relaxers or the use of heat styling products. RECLAIM even helps to mend existing split ends, while preventing them in the future. The product is so versatile that it can be used on any kind of hair – the only difference is the amount used!

Reclaim nourishes damaged hair and eliminates frizz for soft, brilliant and manageable locks.  
Suggested Retail Price: \$38.50 Reclaim Serum 4fl. oz. bottle.

Always the innovator with a knack for understanding her clients, Maria McCool has fashioned a full-service website that both provides explanations for her products as well as videos of real women demonstrating the ease of use. Highly intuitive and thoughtful, the website provides a customizable approach to one's hair care and suggest products based on any condition or category. The website thoroughly explains and demonstrates any transformation desired, whether you would like straight to curly hair, frizz to smooth, or almost any combination you can imagine. Please investigate this interactive website that will surely become a resource, at [www.calistatools.com](http://www.calistatools.com).

Maria McCool makes beauty easy with Calista TOOLS new products and thoughtful website. RECLAIM is light enough for the finest hair, strong enough for the thickest, and suit the individual needs of every woman. Designed to be mixed and matched with any Calista TOOLS product, RECLAIM melds modern science and natural beauty for consistently outstanding results. With RECLAIM by Calista TOOLS, women can enjoy smooth, shiny, bouncy hair and can learn the easily manage their beautiful hair with her comprehensive website.

Available February 2009 at [QVC.com](http://QVC.com), [Calistatools.com](http://Calistatools.com) and select beauty salon retailers.

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