

Xenna Announces Re-Launch of 183® Topical Scalp Solution for Fuller Looking Hair

By Xenna Corporation

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Xenna Corporation (www.xenna.com) CEO Carol J. Buck announced today the re-launch of 183 Topical Scalp Solution for Fuller, Healthier-Looking Hair.

Xenna Corporation (www.xenna.com) CEO Carol J. Buck announced today the re-launch of 183 Topical Scalp Solution for Fuller, Healthier-looking Hair. Brought out in 2000 and sold in catalog in 2002, the brand was sold almost exclusively on the company's website until earlier this year.

When Xenna discontinued 183 TSS, the reaction from users was overwhelming. "Previous users of the product became very upset when it was discontinued and they communicated that clearly to us. As a result, we decided to re-launch 183 Topical Scalp Solution with an improved scent and new packaging, and reposition it for retail distribution next year," says Buck.

As expressed by one user, "Since using 183 Topical Scalp Solution three times a day I see a dramatic improvement.... I am so happy to be getting the results I have with your products - nothing comes close."

According to Xenna's CEO, the company is planning to introduce the brand in a small retail drug chain in order to provide a "proof of concept" to the larger ones. "Selling a product for hair is extremely challenging because of the competition from major consumer products manufacturers. Buyers like to see an entire LINE of products and a single SKU has little visibility on the shelf," she says.

Nevertheless, Xenna views itself as the "Davida" to the all Goliaths in the personal care industry. "We are very happy to coexist with the "big boys", says Carol Buck, "But our task is more daunting because we do not have the economies of scale or the advertising dollars to launch products on a national scale. We bring them to market, one channel and one retailer at a time."

"As a small, woman-owned company we must rely on two things: Excellent products and word-of-mouth support from consumers. Because at Xenna product efficacy is our main goal," adds Pamela Bissell, Director of Sales and Operations, "once people buy our products they usually become loyal users and "spread the word". Without the support of our customers, Xenna's footcare brands, NonyX Nail Gel (www.nonyx.com) and CalleX® Ointment for Smooth, Soft Feet (www.callexointment.com) would not be where they are today – in all the major drug chains and mass retailers."

Xenna Corporation has been committed since 1996 to formulating nail, skin and hair products with natural ingredients that fill an unmet need. All Xenna products are made in the USA and are not tested on animals.

"We pride ourselves on offering products that satisfy an unmet need," concludes CEO Carol Buck. "We offer an unconditional money back guarantee on all our products – with no time limit. We have gotten very few returns for 183 TSS. Personally, I'm not surprised. I have been a user since 2000 and know the joys of having a full head of healthy-looking hair."

According to the packaging, 183® Topical Scalp Solution is for men and women with thin or fine hair. Daily use results in hair that is fuller and healthier-looking.

The ingredients are a unique combination of natural minerals, acids and oils that work together to

invigorate the scalp and support fuller hair. The clear emulsion is similar in viscosity to water, has a pleasant, light mint fragrance and applies easily to the scalp with either a spray cap or “long-tip” dispensing cap. An invigorating cooling sensation occurs after application due to the wintergreen and peppermint ingredients.

Xenna offers 183 TSS at two price points: A single kit, which includes an 8 oz bottle, empty, 2 ounce travel size bottle, and optional applicator tip cap sells for \$29.95. As part of its re-launch, Xenna is also offering its popular “buy 2 get one free” option, which reduces the unit price to \$20. Converted trial users generally take advantage of this 1/3rd off pricing by purchasing two. Delivery is my Priority US Mail.

183 Topical Scalp Solution is currently available online at www.xenna.com, www.amazon.com and www.hardtofindbrands.com. Additional information and user comments are posted at www.xenna.com/183.html

Xenna Corporation is a privately-held, woman-owned company based in Princeton, NJ which develops and distributes natural personal care products for skin, hair and nails. To contact them call 800-368-6003 (business hours, Mon-Friday Eastern Time) or email customerservice@xenna.com. View their press page at http://www.xenna.com/info_pressreleases.html

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| Tags | thin hair, fine hair, hair, new product, hair product, entrepreneur, scalp, retail, drug chain, consumer |
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