



For Immediate Release
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Longoria Collection Adds J. Paul Skin Care

[Houston, Texas] (August 23, 2010)--- J. Paul Skin Care for Men of Houston, Texas announced today that Longoria Collection will begin to carry the J. Paul Skin Care line. J. Paul CEO and founder, Paul Looney, said he welcomes the opportunity to begin selling its products at one of Houston's premier specialty and accessories stores. "We feel our J. Paul products fit nicely with Longoria Collection's reputation of carrying some of the most exclusive luxury items on the market today. With its collection of a wide variety of unique accessories, select home furnishings and exclusive lines of various artisans, the addition of J. Paul products continues the Longoria tradition of carrying premier and distinctive products," Looney said.

J. Paul, which officially launched in May of 2010, is targeting the men's high-end skin care market with five initial product offerings: pre-shave, shave cream, aftershave, body lotion and body wash. The company has designed its products to be multi-functional and can address several skin care needs at once. J. Paul has built its line of products around its flagship product, ***Glide Shave Cream***. The product was developed for men of all ethnic backgrounds who have very tough coarse beards and who develop frequent razor burn and dryness.

"Since inception, Longoria Collection has gone to great lengths to only carry products that we truly believe add value to our wide-array of unique product offerings. We believe J. Paul does just that," Longoria Collection owner, Sylvia Dorsey said.

While J. Paul will continue to look for traditional clothing and department stores to add its products, Looney said that part of its growth strategy will be to seek partnerships with some of the less common types of stores where customers may not typically expect to find men's skin care products. "As we continue to brand J. Paul we want to be associated with some of the most exclusive name brands not only in the skin care market, but also in the high-end market for a wide-range of clothing, cosmetics, accessories and specialty items. Branding the J. Paul name and image with exclusive products is absolutely part of our market strategy," Looney commented.

J. Paul products will be available at Longoria Collection beginning August 18th. Longoria will carry J. Paul's pre-shave, shave cream, body wash and lotion/sunscreen.

For more information about J. Paul Skin Care for Men, go to www.jpaulonline.com. For more information about Longoria Collection, go to www.longoriacollection.com. For more information on J. Paul products, contact the Cannon Affair at (713) 259-9952 or email at kcannon@thecannonaffair.com

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