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AN ACCIDENTAL INVENTOR'S HAIR RAISING DISCOVERY

A hairbrush malfunction inspires an idea that started a ten year journey which has resulted in bringing the hottest new hair product to the mass market.

Atlanta, GA - Kim Nimsgern does not have a background in cosmetology. She is a busy mom of two and works full-time at a technical college. Nonetheless, she is the inventor of *Click n Curl*, what promises to be a hot new hair styling tool that is being launched nationally this week in Atlanta, GA.

Nimsgern conceived the idea for *Click n Curl* more than ten years ago. Using a cheaply made round brush, the heat from her blow dryer melted the glue which attached the brush head to brush handle, essentially leaving a hot roller fixed in her hair. First frustrated by the inconvenient malfunction, Nimsgern soon realized that allowing the brush barrel to cool in her hair before removing it gave her hair extra volume and body. "Wouldn't it be great to have a whole set of these?" Nimsgern thought. Not only does *Click n Curl* produce amazing styling results but it's a time saver too. With traditional hot rollers or curling irons, you first need to dry your hair then begin the styling process, but, with *Click n Curl*, you dry and style at the same time and the end result is unparalleled volume, body and curl.

According to ShopSmart magazine, one of women's biggest gripes about their hair is it takes too long to style. Nimsgern can relate, "Hot rollers, velcro rollers, straighteners and curling irons – I've used them all. But I'm a mother of two and work full-time, so most days I feel lucky if I have enough time to just wash and dry my hair. The idea of having a finished look by the time I'm done drying my hair is phenomenal."

Click n Curl is a set of super light, self-gripping, ceramic coated, heat holding barrel brush heads with an easy release, detachable brush handle. *Click n Curl* is the fast and easy way to achieve today's most desired hair styling results - body, volume and loose flowing curls.

“What I think is interesting is that I’m seeing internationally known stylists using the same concept as to what *Click n Curl* can do, but they are using multiple brushes throughout the hair with the handles going in every which way,” comments Nimsgern. “With my product, you don’t have to own a drawer full of brushes or work around head full of handles. Simply style the hair, detach the handle and put the handle on a new roller and just keep working. It’s so easy!”

“The enthusiasm for *Click n Curl* is astonishing. Hundreds of units have been pre-sold. I’m receiving calls and inquiries daily,” explains Nimsgern. By design, *Click n Curl* is hair raising as it adds volume, body and curl, but as Nimsgern, found out, so is the process of taking a product from an idea to the selves of large retail stores. “Hair-raising is right! This journey has been exhilarating and frightening. There are times that I am just giddy and feel as if I’m going to burst with excitement, and other times I’m paralyzed with fear and overwhelmed by the whole process,” Nimsgern shares. “I’m just a person with a good idea,” she marvels. “I didn’t know the first thing about prototypes, manufacturing, international sourcing or sales.” But what Nimsgern did have is the vision and the entrepreneurial spirit to see her idea through.

Nimsgern believes that *Click n Curl* will be the next big idea in hair styling tools and hopes to put it in the hands of thousands of busy women looking for fast and easy salon style results.

Hair styling products are a \$5 billion dollar a year industry world-wide. According to Siren Magazine, American women alone spend an average of \$12,000 annually on beauty products and grooming. There are over a100 million women in the US between the ages of 16 and 66 and 85% of them own a hair dryer. Each year, an additional 15 million blow dryers are sold. Pair those hair dryers with *Click n Curl* and anyone can achieve today's most desired hair styling results - body, volume and loose flowing curls.

Click n Curl will be launched nationally at AmericasMart during the 2012 International Gift & Home Furnishing show being held July 13-17, 2012. “This is such a sensational opportunity,” Nimsgern exclaims. “AmericasMart is the largest permanent trade center for wholesale selling and buying in the world with more than 150,000 retail buyers from across the US expected to attend.” *Click n Curl* will be an exhibitor with BUY MOM^R and located on the Body and Soul floor in the temporary showrooms.

Kim Nimsgern grew up in Dubuque, IA and graduated from Hempstead High School. She graduated from the University of Iowa and the University of Wisconsin-Stout. She currently lives in Menomonie, WI, is married with two teenage children and works at Chippewa Valley Technical College, in Eau Claire, WI.