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The Stella & Dot for African American Hair Stylists.

HAIR CITY

- Inventory costs are too high for most salons. Their clients buy from beauty supply stores and take into the salon for install.
- Less than 5% of African American salons have a retail component to their business.

Mayvonn Empowers Stylists



Stylists sell products via Mayvonn's customizable e-commerce website and mobile POS app.

Stylists are increasing their revenue per client by 42%



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