

SOB MAGAZINE®

PRESENTS

SOB FASHION RUNWAY®

WHERE THE COLOR OF FASHION LIVES®

FEBRUARY 13, 2010 DURING THE NBA ALL STAR WEEKEND

NEERO & ANA SPONSORS THE 2010 SOB FASHION RUNWAY



NEW YORK, NY (DECEMBER 10TH, 2009) With appearances in Ebony, Essence, Black Enterprise, Upscale and Heart & Soul magazines, to name a few, entrepreneur Doreen Motton, CEO of Neero & Ana, Inc. brings a refreshing angle of beauty to the 2010 SOB Fashion Runway.

The trendiest apparel and most stunning accessories won't necessarily turn heads. Fashionable appeal starts with well-groomed hair and skin that enhances today's must-have runway designs. With an on-the-go itinerary and natural wear and tear on hair from relaxers, colorants and creative styling, Neero & Ana, Inc. produces an organic satin pillow wear line that not only shields hair from drying, damage and breakage, but colorfully compliments a good night's sleep. The unique satin weave delicately heals all hair textures overnight and every night. Perfect for the SOB fashionista.

"Neero & Ana, Inc. believes in a 21st century approach to beauty care. A natural foundation that's built on preserving our best attributes and preventing damage is key to maintaining a healthy look-at home or on the road. It all starts with quality, breathable solutions like our Satin Hydration Therapy® brand botanical satin pillowcase line. Every woman needs one and we're ecstatic about being a part of the 2010 SOB Fashion Runway", says **Neero & Ana, Inc., CEO Doreen Motton**.

As an event that specifically highlights models, designers, photographers, make-up artists and corporations interested in *color* forward thinking, naturally, SOB is a choice venue for hosting a ground-breaking event that embodies the progression of color in fashion; it truly exemplifies its tagline, **Where the Color of Fashion Lives**.

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About NEERO & ANA

This is NOT just another company with "cute" ideas. We believe in simple American standards and a lifestyle to match: natural beauty solutions for everyday beauty challenges. Neero & Ana takes no shortcuts in developing the best products just for you – from sourcing raw materials to the meticulous workmanship that goes into each treasure you purchase from us. www.neero-ana.com

About SOB

SOB Magazine highlights models, designers and corporations all interested in color forward thinking. SOB Fashion Runway creates a platform of diverse opportunity for designers, models and industry leaders in beauty and fashion. The SOB Fashion Runway is annual during the NBA All Star Weekend. Visit www.sobmagazine.com and/or www.sobfashionrunway.com Where the Color of Fashion Lives.

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