

KA`OIR

Introducing... KA`OIR COSMETICS

KA`OIR (*pronounced KAY-OR*) is a vibrant, new cosmetic line by model & entrepreneur, **Keyshia Dior**. The fun & stunning colors are a beautiful complement to any future Trendsetter!

Set yourself apart... as KA`OIR's bright, long-lasting colors glide on silky & smooth... without chapping. All lipsticks are satin/matte based & can be worn with or without gloss.

Make Your Impression Last Longer, Stronger & Brighter...

BEAUTIFUL IS KA`OIR.

KA`OIR ONLINE STORE LAUNCH: LIVE ON USTREAM

On Wednesday, 6/15/2011, **Keyshia Dior will formally introduce KA`OIR Cosmetics to the public via KAOIR.com/press and UStream.** Stay tuned to Keyshia's Twitter profile, **@KeyshiaDior**, for any last minute updates.

KEYSHIA DIOR STORE

Additionally on 6/15/2011, **the KEYSHIADIOR.COM/STORE will be transitioning to the KA`OIR Cosmetics Online Store.** In an effort to clear up any confusion among her customers and supporters, Keyshia Dior released the following statement:

"I truly appreciate all of your support throughout this period. Just to clear up any misunderstandings... I, Keyshia Dior, am NOT affiliated nor do I endorse any other lipstick line. I recently launched my official line, KA`OIR COSMETICS, on Saturday in Miami and will launch the Official KA`OIR site & store on June 15th, 2011."

In summary, **only products purchased at KeyshiaDior.com/store or KAOIR.com** are authentic KD merchandise. Any recent purchases of Keyshia Dior's lipstick from **KeyshiaDior.com/store** will be fulfilled and fully delivered throughout this transition. All future online sales of Keyshia Dior's official cosmetic line will take place on **KAOIR.com**.

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#BEAUTIFULis

Recently, Keyshia Dior reached out to her supporters on Twitter and Facebook asking the question, "What is Beautiful to You?". In her own response, she stated:

"As a woman, I feel that #BEAUTIFULis having the confidence & peace to face any situation with your head held high. Thank God, the #DiorDolls, my team, family, friends and supporters for all of your encouragement as we continue to grow together!"

In coordination with the KA`OIR Cosmetics Launch, Keyshia Dior is offering special prizes and discounts to customers and supporters who responded to her "Beautiful..?" question via social media status updates and comments.

Follow the Twitter or Facebook Trend at #**BEAUTIFULis**

BUSINESS CONTACT INFORMATION

KA`OIR Cosmetics (Miami, FL)

Keyshia Dior, President & CEO

Sales: shop@kaoir.com

Press: press@kaoir.com

Help: customerservice@kaoir.com

OFFICIAL KA`OIR WEBSITES / PROFILES

www.KAOIR.com/press

www.ustream.tv/channel/keyshiadior

www.facebook.com/KAOIRcosmetics

www.twitter.com/KAOIR_Cosmetics

www.youtube.com/KAOIRcosmetics

www.ustream.tv/channel/keyshiadior

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For additional information on KA`OIR Cosmetics, email info@kaoir.com or Visit KAIOR.com.

For booking or additional information on KEYSHIA DIOR, email booking@keyshiadior.com or Visit KEYSHIADIOR.com