



Cute Girls Hairstyles™ is the #1 hair channel on YouTube created by hairstyling expert and lifestyle influencer Mindy McKnight. Mindy has established herself as an expert, entrepreneur and a brand. Her hair styling tutorials have generated over one billion views on YouTube, and her social media accounts have over 26 million followers combined. Mindy launched her own hair care line, Hairitage, exclusively at Walmart in Spring 2020, and will have a licensed toy line with JAKKS Pacific, Inc. releasing at major retailers in Fall 2020.

The Cute Girls Hairstyles™ product line by JAKKS consists of styling heads, styling wigs and a variety of themed accessory kits targeted toward girls ages six and up. The key focus of the toy line are the styling heads, and styling wigs with displays. Kids can watch Mindy's many hairstyling tutorial videos and then practice those styles on each of these items using her expert techniques. The hair used in each of these toys is made of high-quality material that looks, feels and styles like real hair. With hair quality that is far superior to any other toy styling heads, the Cute Girls Hairstyles™ product line brings an authentic hairstyling experience for kids to enjoy.

Cute Girls Hairstyles™ Styling Heads

SRP: \$29.99 | 6+ years | Available: Fall 2020

- Kids can learn to create numerous hairstyles using the high-quality, rooted hair in the styling head
- The superior quality of the hair allows it to be styled over-and-over without compromising its quality
- Included with the item are a variety of styling tools and a tips booklet
- The tips booklet includes instructions for beginner hair styles, as well as links to Mindy's website for more complex ones for kids to practice
- Using the included clamp, kids can attach the styling heads to a table for easier styling
- Available in two styles: Caucasian with straight hair, and African American with curly hair

Cute Girls Hairstyles™ Styling Wig & Displays

SRP: \$39.99 | 6+ years | Available: Fall 2020

- Kids can learn to create numerous hairstyles, and wear them, using the high-quality wig hair
- The superior quality of the wig hair allows it to be styled over-and-over without compromising its quality
- The multi-color styling wigs can be easily attached and removed from the head form, and fits a variety of head sizes
- Included with the item are a variety of styling tools and a tips booklet

- The tips booklet includes instructions for beginner hair styles, as well as links to Mindy's website for more complex ones for kids to practice
- Using the included clamp, kids can attach the styling wig and display to a table for easier styling
- Available in two styles: Caucasian with straight hair, and Multi-ethnic with wavy hair

Other items available in the Cute Girls Hairstyles™ toy line:

- Crochet Hair Kit: \$19.99 SRP
- Hair Jewel Kit: \$19.99
- Style & Wear Wigs (available in Pink, Lavender and Turquoise): \$14.99
- Mermaid Kit: \$9.99
- Cat Ears Kit: \$9.99
- Unicorn Kit: \$9.99
- Glitter Brush: \$9.99

