Known for saving you money, Asda has teamed up with Pak’s Cosmetics to sell afro hair and skin care products

From left to right: Nicole Sylvester (Editor Pak’s Magazine), Annaliese Dayes (Britain’s Next Top Model contestant), Celebrity hairdresser Desmond Murray, Award winning hairdresser Natasha John-Lewis, Haji Jonsoon General Manager ASDA Leyton, Noor Ali of ASDA Wal-Mart UK, Peter Mudahy General Manager Pak’s Group and Patricia St Hylier people manager at the ASDA Leyton store.

While unveiling the results of a multi-million pound makeover of its Leyton store in the heart of East London, supermarket chain ASDA which recently won the award for best ethnic foods retailer used the occasion to invite Pak’s Hair and Cosmetics, better known for its expertise within the African and African Caribbean hair and beauty market to promote ASDA’s new offering of Afro hair and skin care products.

“We are really pleased to see a multi-national like ASDA championing the needs of the African and African Caribbean consumer here in the UK with products like Chinese Miracle Cocoa Butter, The Pak’s Afro range of family hair products and the Vitale Olive Oil hair relaxer system.” Comments Peter Mudahy General Manager of North London based company Pak’s who has been supplying ASDA stores across the UK with a carefully selected portfolio of products for the past few months. “We are not just talking about another shampoo and conditioner, afro hair, chemically relaxed straight or naturally curly need a higher concentration of moisture in order to feed the hair. These type of products are not widely available on the high street and consumer have either had the suffer the consequences or travel miles to specialist store like our Pak’s Cosmetics Centre’s” Peter went on the explain.

General Store Manager, Harj Jonsoon, comments: “Our new store will have everything our customers need under one roof and will bring increased choice and even more value to their shopping experience with Asda. I’m delighted the team from Pak’s Cosmetics – one of our best selling local brands – was able to celebrate our new look with us.

In a presentation which ran much like a celebrity talk show, with award winning hairdresser Natasha John-Lewis, TV hairdressing personally Desmond Murray and Model/Presenter Annaliese Dayes from Britain’s Next Top Model ASDA shopper where taken through which products to use and how for the party season.

Pak’s Afro Range of Products and Desmond Murray