



## **BET'S CENTRIC TV DEBUTS LEGENDARY BRONNER BROS. "HAIR BATTLE" FEATURING TAMAR BRAXTON**

*Five of the nation's top hairstylists shock and awe in quest for hair champion title*

**ATLANTA** (October 19, 2016) – More than a decade after the original Battle Royale rocked the world of multicultural beauty, the **Bronner Bros. "Hair Battle"** returns to prime time on BET's CENTRIC TV this Saturday, October 22 at 10:00 pm ET. Five contestants will bring the glitz, glam, and "hair slayage" required to compete for the prestigious title of Hair Battle Champion. Hosted by singer and television personality Tamar Braxton, this is the second live taping to air on the national network, which features unique programming targeting diverse audiences.

Year after year, the industry's most dynamic hairstylists and barbers attend Bronner Bros. Beauty Shows for the chance to make their mark. Having propelled countless salon professionals into the spotlight, the Hair Battle is the ultimate showcase of hair artistry, technical prowess and creativity. 2016 contestants include Angela Stuckey, Keon Brunson, Que, Texas T and Terrance Davidson. For a behind-the-scenes look, visit:

<http://origin.centrictv.com/videos/entertainment/designed-for/2016/centric-presents-the-bronner-brothers-hair-battle.html>

"The Hair Battle is like the Olympics of beauty. In no other place, at no other time, will the world witness this much innovative hair artistry on the same stage," said James Bronner, senior vice president of trade operations, Bronner Bros. "When we started the Hair Battle 15 years ago, the goal was to inspire, celebrate and demonstrate pride in our craft. This competition continues that mission by featuring the nation's best hairstylists— each of whom was handpicked for their distinct style, world-class showmanship and over the top creativity."

To decide which hairstylist should be crowned Hair Battle royalty are three celebrity judges: hairstylist, singer, actor and personality Miss Lawrence ("Empire," "Fashion Queens," and "Real Housewives of Atlanta"), hair stylist and personality Shekinah Jo ("Family Hustle") and master stylist and salon owner Razor Chic of Atlanta. The winner will receive a \$10,000 cash prize.

"I'm expecting all of the contestants to bring it, OK? When these stylists leave the stage, I want to be inspired to go home and try everything I saw," exclaimed event host, Tamar Braxton. "As far as I'm concerned, everybody is a winner!" Known for her animated personality, Tamar Braxton kept the energy high as contestants prepped hundreds of models' hair, make-up and costumes for an unforgettable show. The event was taped before a live audience during the mid-summer Beauty Show in Atlanta, GA. Last year's broadcast netted record-setting ratings, giving the network original content that resonated with multicultural viewers nationwide.

Join the conversation on social media @BronnerBros; #BBHairBattle.

**ABOUT CENTRICTV**

*Centric is the only multi-platform lifestyle brand designed to boldly celebrate the diverse and beautiful world of Black women. A 24-hour music and entertainment channel, Centric has its finger on the pulse of an ever-changing beat and delivers compelling content that reflects, inspires and addresses the unique perspectives of Black women.*

**ABOUT BRONNER BROS.**

*Bronner Bros. is a privately held, family owned company. Dr. Nathaniel H. Bronner Sr. and his brother Arthur E. Bronner Sr. founded the Atlanta-based company in 1947. Today, Bronner Bros. is headed by the second generation with Bernard Bronner serving as the company's president and CEO. Located in metro Atlanta, the Bronner Bros. corporation consists of multicultural beauty products, publishing, and beauty shows, among other entities. For more information, visit [bronnerbros.com](http://bronnerbros.com). Facebook/Twitter/Instagram/Snapchat: @Bronnerbros.*

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