SLS 18RS-1788 ORIGINAL

2018 Regular Session

SENATE RESOLUTION NO. 62

BY SENATOR BISHOP

COMMENDATIONS. Commends Jesseca Dupart on her many accomplishments.

1	A RESOLUTION
2	To commend and congratulate Jesseca Dupart on her many accomplishments.
3	WHEREAS, Jesseca Dupart, a New Orleans native, is a philanthropist, entrepreneur,
4	CEO, actress via various digital platforms, American product vendor, and activist for healthy
5	hair care; and
6	WHEREAS, in 2013, Jesseca Dupart invested her life savings to develop a hair
7	product that would stand out from the competition; she developed a full hair care line filled
8	with products that restore follicles and rejuvenate hair growth for all types and textures for
9	men and women - Kaleidoscope Hair Products; and
10	WHEREAS, before launching her website, Jesseca had been operating out of her hair
11	salon; and
12	WHEREAS, her invention was set loose on the internet with a launch in 2014 going
13	from zero in sales to a fully stocked warehouse, distributors outside the United States within
14	six months, growing to 43,000 customers by 2016 while Kaleidoscope surpassed \$7 million
15	plus in sales; and
16	WHEREAS, much of this success can be attributed to both Jesseca's strong digital
17	presence - ninety percent of Kaleidoscope's marketing budget is dedicated to digital - and
18	unique brand strategy, which uses comedy and lightheartedness to uplift her audience; and

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1	WHEREAS, inspiring people to be true to who they are is Jesseca's favorite aspect
2	of Kaleidoscope, and she hopes future growth will mean getting to share that with even more
3	people; and
4	WHEREAS, recently, Jesseca hosted the "You Better Get This Knowledge" tour
5	across the United States, and over 5,000 people attended the tour; and
6	WHEREAS, she has been honored by Google and recognized by Google Economic
7	Impact; and
}	WHEREAS, Jesseca Dupart, in partnership with the New Orleans Police Department,
	has donated over six hundred bikes; she has extended contributions to a countless amount
	of charities both private and public; and she plans to send a group of children to college and
	inspire others to supersede there own expectations as she encourages, motivates, and strives
	to promote "IF I CAN DO IT ANYBODY CAN DO IT!"; and
	WHEREAS, the success of the state of Louisiana, the strength of our communities,
	and the overall vitality of American society depend in great measure on talented, intelligent,
	dedicated, and hardworking women like Jesseca Dupart.
	THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana
	does hereby commend and congratulate Jesseca Dupart on her many accomplishments.
	BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to
	Jesseca Dupart.
	The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Jerry J. Guillot.
	DIGEST

Commends Jesseca Dupart on her many accomplishments.

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Bishop