

SENATE RESOLUTION NO. 62

BY SENATOR BISHOP

A RESOLUTION

To commend and congratulate Jesseca Dupart on her many accomplishments.

WHEREAS, Jesseca Dupart, a New Orleans native, is a philanthropist, entrepreneur, CEO, actress via various digital platforms, American product vendor, and activist for healthy hair care; and

WHEREAS, in 2013, Jesseca Dupart invested her life savings to develop a hair product that would stand out from the competition; she developed a full hair care line filled with products that restore follicles and rejuvenate hair growth for all types and textures for men and women – Kaleidoscope Hair Products; and

WHEREAS, before launching her website, Jesseca had been operating out of her hair salon; and

WHEREAS, her invention was set loose on the internet with a launch in 2014 going from zero in sales to a fully stocked warehouse, distributors outside the United States within six months, growing to 43,000 customers by 2016 while Kaleidoscope surpassed \$7 million plus in sales; and

WHEREAS, much of this success can be attributed to both Jesseca's strong digital presence – ninety percent of Kaleidoscope's marketing budget is dedicated to digital – and unique brand strategy, which uses comedy and lightheartedness to uplift her audience; and

WHEREAS, inspiring people to be true to who they are is Jesseca's favorite aspect of Kaleidoscope, and she hopes future growth will mean getting to share that with even more people; and

WHEREAS, recently, Jesseca hosted the "You Better Get This Knowledge" tour across the United States, and over 5,000 people attended the tour; and

WHEREAS, she has been honored by Google and recognized by Google Economic 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 their 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.

PRESIDENT OF THE SENATE