

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

