

Original Shark Tank Shark Spots Brand No One Has Ever Heard Of

Lastics Joins Celebrity Entrepreneur, Kevin Harrington's New National TV Campaign

New York, New York: Original Shark from Shark Tank, and founder of the As Seen On TV empire, Kevin Harrington, gets behind health and wellness brand, Lastics. National and regional 30 and 60 second spots will air this summer/fall as part of As Seen On TV's new direct media campaign. Recognizing the importance of flexibility in today's fervent fitness trend, Kevin has identified Lastics as a promising new brand to believe in.

If you feel sluggish and can't move very well, Lastics is the stretching program to try," says Kevin Harrington

AsSeenOnTV.pro is comprised of an award-winning team of producers, writers, videographers, and editors as well as industry veterans dedicated to finding the latest, most innovative products and ideas, and putting them on the DRTV map.

- Spots are set to air coast-to-coast featuring Kevin Harrington, the original shark himself.
- Kevin has built an empire by spotting brands and repeatedly and successfully turning individual ideas into multi-million dollar products.

"What makes Lastics so different is that it is the only flexibility training out there that has a technique and methodology behind it," explains Founder, Donna Flagg

Lastics Stretch Technique is currently taught in New York City at the biggest pre-professional and professional dance schools in the world, while Vogue named Lastics one of the best stretch classes in the country.

About Lastics: Lastics Stretch Technique is a flexibility method created by former dancer, Donna Flagg. Lastics Body Products are handmade, natural body products that are made without toxic chemicals for people, who like Donna, love to move and want to keep harsh, harmful chemicals off their bodies in the process.

About Kevin Harrington: As the inventor of the infomercial, founder of As Seen on TV, and one of the original Sharks on Shark Tank, Kevin Harrington has worked with some of the world's biggest celebrities and launched some of the best-selling DRTV campaigns in history. Since producing his first 30-minute infomercial in 1984, Harrington has been involved in over 500 product launches that have resulted in over \$4 billion in sales. Now, in his latest venture with AsSeenOnTV.pro, Harrington is on the hunt for the best new products and ideas, bringing them to homes everywhere through personalized DRTV campaigns featuring the Shark, himself.

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