

REMININGTON®

PLAYTIME FOR HAIR!
Remington introduces new stylers that Straighten *AND* Curl

sleek
& curl



We're a nation of fashion lovers and nowadays we're using our hair more than ever to reflect our own image. Hair has become not only a key part of fashion's overall look, but an accessory that's there for us to experiment and *play* with.

With celebrities and style icons moving seamlessly between curly one day and straight the next, keeping up with the latest hair fad has become a national pastime. All this styling though can play havoc on your hair condition. Not any more though. Thanks to Remington, you've now got the freedom to follow trends with the new 3x Protection; a premium range that brings you triple protection against potential hair damage.

Following on from Remington's successful 2x Protection range, this new line offers a triple protection cocktail of Tourmaline, Ceramic & Teflon® coating. The latest buzzword in haircare, Tourmaline has anti-static, ionic properties that leave hair shiny looking and frizz free. Add Ceramic to protect against damaging hot spots, Teflon® coating to eliminate sticky product build up for an easy glide and you have a winning combination that offer maximum protection against hair damage.

Remington 3x Protection puts the fun back into following trends with a great new range that gives you the freedom to experiment with the latest looks.

3x Protection Sleek & Curl (S1031 Slim Plate & S1032 Wide Plate)



Can't decide between curly and straight? Now you can have both with just one product!

3x Protection Sleek & Curl is the ultimate styling accessory for today's no commitment hairstyles. Why: because it offers the best of both worlds! Designed to professional specifications, it's both a Slim Digital Straightener for smooth and straight styling and an effective styling tool for sleek hair curling.

It's all down to the rounded edges and the ridges on the reverse of the barrel which, along with a few quick hair tips from the enclosed 'Curl Secrets' DVD, can transform poker straight hair into bouncy curls within seconds.

Place the straightener in a hair section and position at the roots. Flip it over so the hair wraps around the barrel and then pull through gently to the tips for instant great looking, girly curls.

Remington's International Artistic Director and top salon owner Steven Goldsworthy recommends working up the head, section by section starting at the root. "Twist the straightener 180°, says Steven, and slowly pull through to the ends to create lovely soft, open curls. Also you can vary the look by leaving some sections straight and doing some curly, then pulling your fingers through to mix it all up together!"



Meanwhile, top international session stylist Jason Stanton is also impressed. He says: "They're great for flips, flicks and big, wavy curls and create a look that's very natural. I love the multi-textured look they create; in fact I used them recently on a shoot with Natalie Umbruglia. Leave the root section straight and then flip over the barrel and pull through. If you want to lose some of the bounce, take pieces of hair and flatten the curl with the plates for a really natural 'dropped curl' look".

3x Protection Sleek & Curl comes in either a slim plate version for a tighter curl or as a wide plate which is great for creating a bigger, less structured curls and waves - that's just right for this season's looser looks. Both are priced at €47.99.

"The wide plate version of Sleek & Curl is perfect for creating Uma Thurman's relaxed curls," says Jason. "Working from the roots to the ends, bend the hair in a curve and then twist the curl with your fingers to create a loose, tumbling wave".

3x protection Sleek & Curl has a digital LCD display for the ultimate temperature control it can heat up fast from 130 to 200 °C degrees depending on hair type and the strength of the result required. Hair is protected at all times with Ceramic and Teflon® coated plates for ultra smooth styling and Tourmaline ionic conditioning to reduce frizz. Each comes in a beautiful suede box with a heat protection bag for instant storage after use and includes an exclusive 'Curl Secrets' DVD with professional styling hints and tips.

For those who can't decide between curly and straight; Remington invites you to Go Play! Contact Remington for further details on (telephone number) or visit www.remington-products.com.

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For further information contact:
(local agency contact)