



**Satin Hair™ Straightener Press Release**

**March 2009**

**BRAUN PRESENTS SATIN HAIR™ STRAIGHTENER:  
HEALTHY NEW STYLING TECHNIQUES FOR THE HOT NEW TRENDS**

With each and every new season comes a wave of original and innovative hair trends - and with that a whole new set of styling techniques especially devised to achieve them. Braun placed its spies backstage at the Autumn Winter 2009 international catwalk shows to observe the masters at work and are pleased to report that the straightener is most definitely a key player in this season's professional hair stylist's toolkit.

An equally important theme that links the trends for Braun is that of shiny, healthy looking hair. No matter how contemporary the style the real difference will only be noticeable if the hair looks shiny, smooth, glossy, healthy and 'undamaged', and Braun's ground breaking IONTEC technology is uniquely placed to deliver all this. This season's ultimate piece of hair styling equipment looks set to be the Braun Satin Hair™ Straightener with IONTEC.

The Braun Satin Hair™ Straightener with IONTEC is specifically designed to restore the health of your hair whilst styling, a key factor behind the design being the knowledge that moisture plays a vital role in keeping hair healthy. Green jets within the Straightener release millions of satin ions directly onto the hair where they go to work enveloping every single strand quickly and effectively to restore the natural moisture balance that's usually lost when heat is used. By attracting moisture particles from the air, IONTEC actually protects hair from drying out and encourages healthy shiny hair like never before.

On top of this, Braun has made sure the Braun Satin Hair™ Straightener with IONTEC operates within an accurately controlled temperature range, a very precise heat regulation in steps of 5°C designed to be set according to individual needs. (You'll be surprised by how many other brands' appliances are designed simply to use maximum heat when it's just not necessary).

The Braun Satin Hair™ Straightener also has unique ceramic plates that are three times smoother than conventional ceramic ones meaning it effortlessly glides along the hair and the even heat distribution ensures great results without any unnecessary stress to the hair.

And the Autumn Winter 2009 trends? Maximum Contrast, Rock 'n' Romance and Neo Knots are three of the emerging new looks that will be sported by supermodels and celebrities alike and will dominate this winter's beauty pages and party features. Without doubt, they are the hottest new styles any self - confessed follower of fashion will be attempting to replicate.

The techniques? Be it that all three require some form of twisting, gelling and tonging they all require a straightener to finish the look. For Maximum Contrast the hair is gelled on top and left loose at the back but in order for it to be modern the bottom four inches of the hair need to be straightened. Rock 'n' Romance has a very defined wave to it and will only be achievable if your hair is naturally that way. If your hair is poker straight the straighteners will add the required kinks and bends and equally if it's too curly will remove the unnecessary curls! The final stage of the Neo Knots look only works if pieces of the hair are straightened to stick out from the head.

So for all the hair health-conscious beauty and fashion addicts who crave up - to - the - minute styles but "ration" their usage of heated styling devices, because they worry that daily use will dry out and damage their hair, the Braun Satin Hair™ Straightener really is this season's must- have appliance. It allows you to style all you want as often as you want whilst maintaining the superior shine and health of your hair.

### **About Braun**

Germany-based Braun GmbH is part of Procter and Gamble and manufactures a wide variety of products that marry innovation, reliability and creative design, ranging from electric shavers, beauty products to household appliances. Braun products enjoy worldwide distribution.