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**GOLD 'N HOT INTRODUCES INKS**  
**(Two Limited Edition Collections Feature Original Art Designs and Vivid Colors)**

Through the years Gold 'N Hot has cornered the ethnic market by creating quality and affordable styling tools for the professional beauty industry. And now the brand is appealing to a younger generation of stylists by introducing Inks by Gold 'N Hot. Purple Passion and Graffiti are the first two limited edition Inks collections designed to capture the attention of stylists who look for tools that enhance and reflect their individuality.

"We wanted to infuse some fun into Gold 'N Hot," explained Tom Gebhart, senior VP and general manager of Belson Products. "Inks is a reflection of contemporary hairdressing. Basic black is boring to many stylists. So the idea was to evolve the line esthetically without sacrificing the quality and performance Gold 'N Hot has become known for through the years."

The *1875 Watt Ion Salon Dryer* includes an ionic generator to provide superior conditioning and better heat protection through the use of maximum negative ion output and far infrared heat. Gentle infrared heat easily penetrates deep into the hair shaft to gently dry faster, while the powerful ionic generator with over 10 million ions closes the cuticle layer and seals in moisture. Hair is left frizz free, silky and healthy in less time. Two speeds and six heat settings allow for versatile styling of all hair types.

The *Professional 1" Ceramic Straightening Iron* offers ceramic technology for smooth, shiny hair. Ceramic floating plates eliminate hot spots to provide unmatched heat distribution and safely style all hair types. Its slender design provides an easier grip. Professional features include quick 30-second heat up with temperatures up to 400°F. The iron is dual voltage, making it the perfect accessory on any trip.

Suggested retail prices for Inks by Gold 'N Hot, depending on collection, range from \$39.99 to \$49.99.

Since its inception more than 25 years ago, Gold 'N Hot instantly became and remains the No. 1 selling brand in the professional ethnic beauty marketplace. Under the guidance of parent company Belson, the line has expanded on its offerings of stove irons to include blow dryers, bonnet dryers, hard hats, curling irons, flat irons and straightening combs in 24K gold and ceramic coatings. Gold 'N Hot can be found in salons and beauty supply retailers nationwide.

For more information, please call 888.738.1212 or visit [www.belsonproducts.com](http://www.belsonproducts.com).

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