

smart heat®

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SMART HEAT™ INTRODUCES TWO NEW TEXTURE TOOLS (Nano Ceramic Triple Barrel Waver and Crimper Can Work Together or Alone Creating a Modern Take on Texture)

It's no secret; hair texture is bigger than ever. Curling irons, hot rollers and volumizing sprays are the most common methods for women to achieve the looks featured on the runways, red carpet and in magazines. But what if two timeless tools helped create a modern twist on the trend? Smart Heat, the line of styling products designed with innovative technology that styles hair according to type, is introducing the Smart Heat Nano Ceramic Triple Barrel Waver and the Smart Heat Nano Ceramic Crimper to be used together or alone in creating an abundance of texture.

"Smart Heat makes texturizing easy, even with a specialty iron. Simply press the button for your hair type and get creative," explained Derek J, celebrity hairdresser and platform artist for Belson Products. "I think most women are intimidated by triple barrel wavers and crimpers because they just aren't sure how to use them. But once they see the results, these irons are another interesting way to add texture and dimension to the hair."

To use, section the hair taking either vertical sections or horizontal sections. The latter is a more favored technique and allows the user to see more definition in the wave or crimp. Each section should not be thicker in width than the size of a dime. The same rules of flat ironing apply: the more hair you take, the harder you work to see a result. Working from the roots, clamp down one section at a time but DON'T GLIDE THE TOOL. Simply press down on each section, connecting from where the wave or crimp has left off so that there are no straight spots in between, until you reach the ends. Repeat until all sections are complete.

A few more tips from Derek J: use a working spray prior to waving or crimping to define and hold the texture you created. Use your fingers to gently break up the waves or crimps for a softer look. Brush out your work for more volume...there won't be any need to backcomb. For an interesting take on an updo, use the Smart Heat Nano Ceramic Triple Barrel Waver to add texture to the hair before putting up.

The Smart Heat Nano Ceramic Triple Barrel Waver (SRP \$49.99) and Smart Heat Nano Ceramic Crimper (SRP \$59.99) both feature the exclusive Smart Heat controls. Simply select the button for your hair type and the irons automatically adjust to the precise temperature setting. Nano Ceramic coatings radiate gentle far-infrared heat, locking in moisture to the hair shaft and sealing the cuticle from damage, leaving hair frizz free, shiny and silky. An extra-wide thumb press provides stability while an easy-to-read LED displays the selected setting. Temperature lock eliminates accidentally changing settings while in use, and an 8-ft professional swivel cord allows for maximum styling convenience.

Smart Heat's innovative technology determines the proper heat and airflow settings according to hair type with the push of a button. It remains the only professional brand available that works on synthetic wigs, extensions and pieces without melting the hair, making it a favorite in television, movies and on Broadway sets. Retail prices range from \$39.99 to \$69.99. For more information, please call 888.738.1212 or visit www.belsonproducts.com.

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