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**RED HOT BEAUTY: MEGA HOT INTRODUCES THE HOTTIE STRAIGHTENING IRON
(Mini Iron Features Longer Ceramic Plates and Dual Voltage for the Ultimate Accessory)**

Napolean was definitely onto something: Sometimes the most powerful things DO come in small packages. Mega Hot expands upon that concept by creating and launching The Hottie, a mini straightening iron designed to go everywhere, from the purse to the suitcase. Its sleek red metallic design is sure to turn heads as its features make it one of the most distinguishable and potent mini irons available on the market.

"The Hottie is ideal for anyone on the go. It is lightweight and small yet can perform upon demand with the efficiency of multiple styling tools," explained Tom Gebhart, senior VP and general manager of Belson Products. "Aside from its size and pleasing aesthetics, we designed it so that users can achieve a variety of styles with The Hottie in seconds -- from straight to curly to spiky to teased."

One reason that is? The Hottie features ½" ceramic plates that are 20 percent longer than other mini irons. Ready to go in 60 seconds, the plates heat up to an extreme temperature of 390 degrees. While other mini irons require gloves to protect hands and fingers, its unique contoured design allows users to hold the iron and pull it through the hair without burning their hands. It also has a super long, 360 degree swivel power cord with hanging ring for easy mobility.

But perhaps the most appealing feature on The Hottie is that it is dual voltage, making it ideal for travel anywhere. A thermal travel pouch is included for easy transitions, ensuring that hot plates don't damage anything in their path...like a lipstick or a silk blouse.

The Hottie is available nationwide in professional salons for the suggested retail price of \$30.

Launched in 2000, Mega Hot is a full service line of high quality and superior component styling tools with innovative technology that includes curling irons, blow dryers and straightening irons for the professional hairdresser. Mega Hot is available nationwide through a growing network of professional distributors. For more information, please call 888.738.1212 or visit www.belsonproducts.com.

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