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TE **TECNOELETTRA**
PROFESSIONAL HAIR DRYERS

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ITALY

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LET'S LOOK
FORWARD

Parlux[®]
THE HAIR CHOICE

NEW PARLUX ADVANCE[®]

NEW K-ADVANCE[®] MOTOR - MORE POWER - LONGER LIFE

WHICH IS THE PREFERRED HAIRDRYER IN AUSTRALIA? THE PARLUX 385 POWERLIGHT®, OF COURSE!

For the eleventh consecutive time, the hairdryer Parlux 385 PowerLight® won the "Best Beauty Buys", an ambitious Award organized by the Australian edition of the fashion and costume magazine Instyle, where the best products and accessories in the cosmetics and beauty world are chosen and judged by an expert jury. The extreme lightness and power of this dryer, the included Ceramic & Ionic system, the Eco-Friendly materials with which it is produced and its many coloured versions convinced the jury who judged it the best high level professional hairdryer, top accessory for all salons and hairstylists.



In addition, this dryer is also a very good tool offering high performance, long lasting life and quick hair-drying, recommended also for domestic consumer. International prizes and Awards obtained by PARLUX hairdryers in the past, all over the world, show that these "Made in Italy" Parlux products are always destined to be a "winner".

KOREA 2016, WORLD HAIRDRESSING CHAMPIONSHIP: THE PARLUX DRYERS ARE THE WINNERS TOGETHER WITH THE ITALIAN CHAMPIONS!

Last March, during the 70th edition of the Hairdressing World Championship which is organized by OMC (Organisation Mondiale Coiffure) one of the most important international hairdressing competitions, Italian competitors achieved enormous success in the many categories. Success not only for them but also for the "Made in Italy" tools which helped them to obtain many awards. We are speaking about Parlux hairdryers, famous and well-known tools that thanks to their technical-professional qualities, are a real "must" for the most demanding hairdressers for at least the last 40 years. It is during hair-fashion live shows as well as during International competitions that Parlux dryers become the best faithful and reliable work and victorious companion! Why? Some examples: their innovative motors assure power and lightweight as well as quick drying; soft and shiny hairstyles thanks to a Ceramic & Ionic device inside the dryer; the modern,



ergonomic design which allows for less arm fatigue and maximum comfort during use. These basic features are appreciated by all hairdressers, especially by those who, during competitions, have to achieve artistic, elaborated hairstyles in a very short time. In Seoul 2016, the Italian competitors taking part in the ANAM (Accademia Nazionale Acconciatori Misti) equipped with the modern and very colourful Parlux 385 PowerLight® dryers, excelled in their style and creativity and won many Fashion competitions, individual teams, seniors and juniors. Parlux dryers are created and manufactured to better satisfy all professional needs of hairdressers working all over the world; especially during the World Champions of today and of the years to come!

NEW PARLUX ADVANCE®, THE PREFERRED ONE IN EUROPE!

During the month of April, many hairdressers and professionals of the field, could attend in different towns in Czech Republic and in Slovakia to the presentation of different spring summer hair trends 2016. These events organized by the local Parlux distributor, Messrs. Beauty Service Group, were featured by the use on stage, of the very new Parlux ADVANCE® dryers.



Novelty product 2016 of the famous Italian producer, this indispensable accessory is particularly powerful and light (thanks to an innovative motor K-ADVANCE® whom power reaches 2200 Watt) which is soon becoming the preferred one both by hairdressers using it in their hair salons every day, both by those who, on stage, need a powerful dryer allowing for very quick and efficacious dryings. These two, are in fact the main technical features of the Parlux ADVANCE®, which are followed by other important ones such as the ergonomic design, the Ionic & Ceramic device, a silencer, an anti-heating Front Body, SOFT switches for much comfort in use, Eco-Friendly production and packaging materials.



PARLUX AT HAIR BRASIL 2016

Hair Brazil 2016, the most important beauty world trade fair in Brazil was held last April at the San Paolo Expo Center Norte; it represents a not to be missed event by all professional people working in the beauty, hair and spa industries. During this 15th exhibition edition, thousands were the visitors looking for new fashion trends, innovative products and services proposed by the most important national and international trademarks in the industry. Parlux, the famous Italian brand, synonym of quality dryers in the professional hairdressers world, presented on this occasion, the wide range of hairdryers, especially the model Parlux 385 PowerLight® in the very trendy coloured version, LightGold. Latin-American hairdressers appreciated it very much, not only for its colour; but



its many technical features. First of all, its power and lightweight, thanks to its K-Lamination motor, to its ergonomic design, the Eco-Friendly materials with which it is produced and last but not least, the Ceramic & Ionic device inside the dryer, which allows for soft and shiny hair. The Parlux booth at "Hair Brasil" was very crowded; besides having the possibility of handling and testing Parlux dryers, visitors could also buy them directly and... a new opportunity... take a nice snapshot in a small "social corner"



which was then posted on Instagram and the main social networks, always very active in Brazil. The Brazilian public were very interested and pleased to follow the interview organized by the TV Channel of the well-known specialized magazine Cabelos & Cia where Miss Elisa Parodi, Deputy General Manager of Parlux, Italy, pointed out the incredible importance of Parlux as the preferred reference trademark in the Professional Hairdressing field in Brazil as well as in other Latin American countries.

PRESENTED FOR THE FIRST TIME IN USA THE PARLUX NOVELTY 2016 DRYER

Last June, PREMIERE Orlando, the International Beauty Event, was held in Orlando, the famous Florida touristic town, and for PARLUX, this was the occasion to present to the US market for the first time, their very new hairdryer: the Parlux ADVANCE®. A big booth with new posters of the new Parlux ADVANCE® was organized by TURBO POWER Inc. (PARLUX distributor in USA) at the centre of the exhibition area and called the attention of visitors about this novelty product 2016: a technological combination to satisfy the most demanding professional hairdressers needs.



A practical, modern and ergonomic design, and a very new K-ADVANCE® motor assures about 2500 working hours and an air flow of 83 m3 per hour! An anti-heating front body and re-designed SOFT switches allows for a better grip and use; in addition, the Ionic & Ceramic device permits very quick, soft and beautiful dryings. Parlux ADVANCE®, the new "made in Italy" dryer available in its, new, futuristic "ICE" nuance as well as other nice different colours, has been appreciated by the US public, who quickly understood - although briefly testing it at the booth - its important, useful technical features, mainly created for a professional use.



'PARLUX AND OREA MALIA' TOGETHER FOR A HAIR RAISING FUTURE

Professionalism and creativity: the indisputable top quality of the PARLUX hairdryers together with the creativity of the famous Bolognese Orea Malià Group. The new communication program started by PARLUX at the beginning of 2016, establishes an important



co-operation agreement with a prestigious, alternative and creative brand in the Italian hairdressing world: Orea Malià. This famous hairstyling group directed by Mr. Marco Montanari,

the Artistic director, will be the testimonial of the world famous 'Made in Italy' Parlux professional hairdryers. These two hairdressing icons, in unison, will be the protagonists of new initiatives, events and meetings which will highlight how Parlux products are made specifically to satisfy all professional hairdressers needs. The members of the Orea Malià Group, who are always a step ahead by creating new trendy hairstyles, will be collaborating with PARLUX, a company, which for almost 40 years, has been designing and producing the most modern, technologically advanced professional hairdryers at the service of the most demanding professionals.