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RESPONSIBLE BEAUTY

## PARLUX AT COSMOPROF WORLDWIDE BOLOGNA 2017 A SUCCESS 40 YEARS LONG

The 50<sup>th</sup> edition of the important bolognese exhibition called the attention of another important anniversary: that of Parlux and their 40<sup>th</sup> year of activity and successes in the creation, production and trade of professional tools particularly devoted to hairdressers.

At the hall 33 a big Parlux booth showing a simple but essential, efficacious and very light architecture received many visitors and fond customers. The Parlux dryers, especially the Parlux ADVANCE® models in their various different colourful models caught the attention of professionals



## PARLUX ADVANCE® AND MELODY SILENCER: A PERFECT PAIR FOR ALL HAIRDRESSERS, ESPECIALLY FOR THE GERMAN ONES

Top Hair International 2017: excellent organization and a variety of educational and informative proposals for the domestic and International hairdressing world featured the German event which took place last April 1<sup>st</sup>-2<sup>nd</sup> at the Duesseldorf Messe. The big booth organized by Messrs. Fripack, Parlux distributor for Germany, Italian reference brand mainly known for professional hair dryers, has been the destination of many professionals, who, testing directly the new Parlux ADVANCE® dryers, promptly bought them in combination with the Parlux Melody Silencer, the innovative



who appreciated their extraordinary, technical advanced features making consider it a "top dryer" and excellence product for the hairstylist's job. To be able to celebrate their 40<sup>th</sup> year activity (Parlux was founded in 1977 by the current CEO, Mr. Paolo Parodi) this modern hair dryer is being produced only during 2017, in a limited edition, in the new "blue matt colour" with the special "40 years Parlux logo". A very efficient dryer to be used in hair salons and may also be collected! This special model in fact, is going to remind to future owners and users to own an indispensable working tool created by a company which made and continues making the history of professional hair dryers. As foreseen, the Parlux booth has always been crowded: at the Parlux social corner by which many visitors took nice "selfie",



accessory invented and produced by the Italian company. In fact, it can be mounted on any Parlux dryer model and can considerably reduce the noise of the dryer while working! The special technical features of these two Parlux products which are especially devoted to a huge hair salon use (among them: power, lightweight, longlife, no noise, very good balance), their wide colour

or when some customers filmed short videos expressing their ideas about Parlux and their products... and again, knowing the beautiful Parlux girls whose hairstyles were prepared by Fulvio Furcas, the Italian hairstylist who often gives life to many Parlux events all over the world, or at the area Parlux-Mission BAMBINI a corner devoted to fund raising for charity causes... because at Parlux they do not forget the weakest...



range availability and the new colour versions, "blue matt 40 years anniversary" to celebrate the 40<sup>th</sup> year Parlux activity and available only during this year as well as the new graphite colour, innovative nuance 2017, really caught the attention of professionals of the industry. The sensitivity of Top Hair International visitors in searching novelty products and accessories protecting their own health and that of their customers, impressed very much this edition of the show. Therefore, any colour and hair products from an ecological spirit, items and accessories taken from raw materials and nature, possibly presenting negative effects on health received great appreciation. Among them also the new Parlux Melody Silencer: because a silent hair salon is more pleasant to live!



40 years  
1977 2017  
**Parlux**<sup>®</sup>  
*limited edition*

PROFESSIONAL  
HAIR PRODUCTS  
AWARD



MIGLIORE ASCIUGACAPELLI  
BEST HAIRDRYER  
2016/2017

**Parlux**<sup>®</sup>

THE HAIR CHOICE

PARLUX ADVANCE<sup>®</sup>

PROBABLY THE MOST PROFESSIONAL HAIR DRYERS IN THE WORLD

## THE PARLUX HAIRDRYERS ON SHOW AT PRO HAIR MANCHESTER

On February 26-27 an interesting event especially devoted to hairdressers took place in Manchester. At the Manchester Central Conference & Exhibition Hall, an ancient building now restored and efficient congress/exhibition centre, PRO HAIR called the attention of many "hair professionals" who visited it during two lively days devoted to one's own full personal professional updating: Special hair fashion live shows, meetings with the most famous British hair stylists as well as teachers and educators and searching of brand



new novelty products and accessories to improve the everyday working life. Parlux, which in Great Britain is a well-known Italian producer and brand synonym of quality dryers, presented on this occasion, their most modern professional hairdryers, Parlux ADVANCE® in their very colourful



versions by the booth of HAIR TOOLS, distributor for Great Britain. This is a reliable and safe product showing an ergonomic, modern design; it is very light and powerful and thanks to its many innovative, technological qualities it surely satisfies any hairdresser's professional needs.

## THE PARLUX ADVANCE® DRYER FOR THE CANADIAN PROFESSIONALS

The event, organized by the Canadian Allied Beauty Association was held at the Metro Toronto Convention Centre and as usual, resulted to be the reference appointment of all North America professionals of the beauty and hair worlds. Two interesting full immersion days for the hairdressers who visited this show; they could learn and enjoy educational moments together with some of the most famous Canadian hairstylists, members of the above mentioned national association. Parlux, esteemed Italian quality professional hairdryer producer and brand, presented their wide range of products, among them, the latest, innovative model Parlux ADVANCE® available in 10 different colourful versions. A technologically advanced tool, very light and extremely powerful which, thanks to its a new concept motor, K- ADVANCE® allows for efficacious and very quick dryings. A special Ionic & Ceramic device, ergonomic design, noiseless and very good balance, anti-heating front body are the main features of this extraordinary hairdressers' working tool which is becoming a best seller in hair salons all over the world. By the Parlux booth, organized by the local distributors Messrs.



NG GROUP, distributor for Canada and Ontario, the possibility of testing it on poupettes as well as attending hair fashion live shows. A special thanks to the Revlon team Canada that during their performances always used Parlux ADVANCE® hairdryers both on stage and in the backstage. Very appreciated also the Parlux Melody Silencer, the new, innovative silencer created by the Italian producer which, mounted on any Parlux dryer model, assures 40% noise reduction while operating; hair salons could be therefore more silent for the ear benefit of both customers and operators.

## PARLUX AND ANTI-COUNTERFEITING: 2017 EVENTS ARE SATISFYING!

In their 40<sup>th</sup> anniversary another promising acknowledgment for Parlux. Their strong anti-counterfeiting activity including their products, marks and patents started many years ago, (Parlux is the first and unique company of the industry starting a fight against this penalizing phenomenon, both in Italy and abroad,) finally registered a more than satisfactory record. This year at Cosmoprof Worldwide Bologna any exhibiting distributor, producer, importer was a counterfeiter of Parlux product! A great satisfying success for people working at the Parlux legal dept. who proudly intend to continue this ongoing commitment on the search of possible new counterfeiters. The Italian company reminds that any counterfeiting of their products, imported, distributed or bought in Italy and abroad is criminally prosecutable; any counterfeiter will be forced to stop their production and marketing, suffering therefore the foreseen consequences.

