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BEAUTY DISTRIBUTOR

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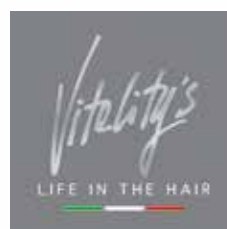


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PARIS: PARLUX AT THE HAIR WORLD CHAMPIONSHIP PARIS2017

The Parlux ADVANCE® hairdryer proved to be the undisputed selected partner of hairdressers, especially when taking part in hairdressing competitions. This modern hairdryer exceeded itself once again, together with the Italian team (ANAM hairdressers) by obtaining excellent results in the final stage of the Championship. The Hair World Championship 2017 was held in Paris on 17th-18th September and proved to be an outstanding event for Italy!! For the hairdressers competing in the competition and for the hairdryer Parlux ADVANCE®, the professional excellence "Made in Italy" hairdryer supplied to all competing Italian hairstylists during the various individual and team category tests (ladies, gents creative, junior classic, junior technical, etc. etc.) Personal talent and the use of a highly professional, light and powerful



hairdryer, (innovative K-ADVANCE® motor, ergonomic design, very good balance) enabled Miss Valentina Cantoni to win the "Gold Medal" in the individual "Commercial Bride Style". Mr. Ivan Vinella also won a Gold Medal in the "Creative & Classic" competition while the entire Italian Team won the Team Gold Medal in the "Creative Classic" section. The Parlux ADVANCE® hairdryer thus confirmed the fact that it is the hairdryer to be used by hairdressers who wish to obtain successful professional results, both in hair salons and during important competitions.

THE PARLUX ADVANCE® "MATT BLUE 40 YEARS" DRYER TO CELEBRATE THE FIRST 40 YEARS OF PARLUX

This year too, a lot of professionals visited the most important beauty fair on schedule every September in Sao Paulo (Brazil). From 9th to 12th September 2017 in fact, the Center Norte Expo center situated in the big Brazilian town, has been the ideal meeting point for more than 500 exhibitors and more than 148.000 visitors! Novelty products and innovative services, professional updating courses, hair and aesthetics live shows, technical and professional seminars with the major Brazilian and foreign experts featured this 4 days meeting devoted to any professional topic in the beauty world. PARLUX, Italian appreciated brand, synonym of quality high professional dryers, on the Brazilian market for many years, caught the attention of visitors thanks to their booth devoted to their modernest and more technologically advance dryer, the Parlux ADVANCE® model. A professional tool, a real best seller in its category,



available in different coloured versions which, only for 2017 is available in the limited, special commemorative version "Matt Blue 40 years" (reporting the Parlux logo 40 years - just to remember the first company 40 years). From a colour version never used before, this model assures to the professional, complete quality and effectiveness due to its power, (new K ADVANCE® motor) lightweight, very good balance, drying quickness and efficiency both in hair salons and during live shows as well as during hairdressing competitions. All Parlux ADVANCE® dryers included the limited, commemorative version 2017 "Matt Blue 40 years" are distributed in Brazil by Messrs. Beauty Top.



PARLUX ADVANCE® "MATT BLUE" AT MONDIAL COIFFURE BEAUTE' 2017

MCB, the International hair and beauty exposition taking place at Porte de Versailles, Paris, confirmed to be one of the most important international events in the hair and beauty sector, offering a platform of 270 exhibitors representing 500 brands and a packed program featuring a plethora of activities like workshops, practical demonstrations of make up, interesting live shows to inform attendees about the latest beauty techniques and trends. Parlux, world-renowned Italian producer of top-quality hairdryers, took part in the event with an outstanding booth organized by Jacques Seban, Parlux's distributor for France. Visitors and enthusiasts of the Italian brand could see and test the most modern hairdryer among Parlux range, Parlux ADVANCE® which, this year, comes in the version "Matt Blue 40 Years", a special limited edition celebrating the first 40 years of the company. A real best seller in its category, this professional tool offers innovative technological features like the powerful and yet lightweight K ADVANCE motor, perfect balance, modern and ergonomic design and ionic and ceramic system.



LAS VEGAS: PARLUX AT COSMOPROF NORTH AMERICA 2017

"Always one step ahead" is the slogan of Cosmoprof North America, American version of the world known Cosmoprof Italy held in Bologna since 1967. This three days event devoted to the all branches of the beauty world which is organized by Bologna Fiere in cooperation with The Professional Beauty Association took place at the Mandalay Bay Convention Center in Las Vegas.



Protagonists were the most prestigious and famous brands in the industry and their novelties products in the cosmetics, aesthetics, hair, nails accessories and furniture fields) Parlux, internationally known brand for high quality professional dryers "made in Italy" didn't miss this appointment presenting their wide range of Parlux ADVANCE. Parlux which is "always one step ahead" creating and realizing professional, advanced products for the hairdresser's intense use in hair salon, attends International trade fairs all over

the world; these events are always a wonderful opportunity to be able to present novelty products to any reference market and get in touch with International customers. On this occasion, also great emphasis to the PARLUX 40th anniversary! During 2017 they are selling in fact, their best seller dryer model, Parlux ADVANCE® Blue matt version with logo 40 years; a commemorative, limited version which celebrates the company anniversary and will be available until December 2017 only.

INSTANT HAIRCARE & TEMPORARY HAIR DYE IN A SPRAY

Mon Code Age Inc introduces the 1st Hair Make-Up of the market, with a Natural Formula in a spray: HAIR FLASH COLOR, a new product offering the next generation of hair beauty lifestyle. Hair Flash Color is an innovative ultra temporary Hair Color that combines haircare and hair dye. This spray gives you the freedom to create instantly



your hair color while providing beautifying, protective and nourishing healthy ingredients like Argan & Ricin Oil, Aloe Vera, Vitamin E, UV filters and mineral pigments. The designer of this hair make up understood how important for women is the daily hair beauty routine and that's why she studied and created a real hair makeup product. Hair Flash is a multi-action product which allows you to touch up between colorings, illuminate sections, shimmer, color the hair, change tones reflection, cover roots and greys and finally, protect the hair with its use in seconds. The spray, tailored 2-IN-1 to bring both Haircare and shiny Coloration results, comes in 5 vibrant shades: light blond, golden blond, red copper, light brown and dark brown.

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