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PREVIA NATURAL HAIRCARE
KEEPING - COLOURED HAIR

**THE BEST
GREEN PRODUCT
2018**



BEAUTYWORLD MIDDLE EAST - DUBAI - HALL S2 STAND F36

IN NEW YORK, THE ITALIAN HAIR DRYERS CONQUER THE VISITORS OF THE TRADE FAIR IBS 2018

The recent edition (no. 101) of the International Beauty Show, one of the most important ones in the beauty world in the U.S. took place in New York at the Javit Centre from 10th -12th March. The big booth at the centre of the exhibition area was organized by the Parlux distributor for USA, Messrs. Turbo Power who presented the large range of the famous "made in Italy" products.



The new technologies developed during the years by the Parlux Research Laboratory brought the company to present professional hairdryers more and more efficient and efficacious. Innovative long-life motors, very light and powerful, having an ergonomic and practical design and exclusive devices, among them the very new "Air Ionizer Tech" allow for very quick hair dryings, the best negative ions emission which permit to avoid static electricity of the hair and help to always obtain soft, shiny hair. These hair dryers are very well known by the US professionals of the industry thanks to their innovative motors, to the quickness and efficiency of their use during the hair styling. Essential features to better perform one's own job. And why not, also by the different many colourful versions which can satisfy any personal taste or furniture type in any hair salon.

NEW PARLUX ALYON® AND PARLUX ARDENT®: THE EXCELLENCE OF HAIR DRYERS AT COSMOPROF WORLDWIDE BOLOGNA 2018

At Cosmoprof Worldwide 2018, Parlux was present at Hall 33, at a great exhibition booth which was visited by a crowd of professionals of the industry, customers or potential ones who could know and appreciate two brand new products in the hairdressing accessories world: the hair dryers Parlux ALYON® and Parlux ARDENT®. Their giant pictures and videos invited to stop and "get to know and touch" their effectiveness. Parlux ALYON® is the new excellence professional product; long-life and powerful, (2250 Watt) lightweight, easy to handle, it allows very quick hair dryings and excellent performances in any hair salons; it presents a modern, ergonomic design having prismatic shape and is very colourful (eight new bright colour versions are available). It mounts an innovative motor called K-ADVANCE Plus® having a new resistance to variable geometry and presents the "Air Ionizer Tech" technology (which is able to optimize the emission of negative ions and quicken the hair drying time leaving hair soft and shiny eliminating static electricity). Another important brand new feature is the HFS (Hair Free System-patent pending) which mounted on the air intake, catches and collects the hair leaving the hair dryer clean and efficient for a long time. Parlux ARDENT® is the other new Parlux 2018 product and is the first one "Barber Concept" completely devoted to the use by men hairdressers.



Practical and lightweight, it was created with a high standard technology and presents a new motor, (1800 Watt) with a new resistance to variable geometry, a vintage design, (colour called "brushed graphite"). The new "Air Ionizer Tech" system optimizes the emission of negative ions and quicken the hair drying time, leaving hair soft and shiny eliminating static electricity; ideal features to style hair, beard and moustaches. Both the new hair dryers are produced with the Parlux Eco-Friendly philosophy for long time present on any Parlux model (zero harmful emissions, re-cycling materials and packaging, energy saving devices) and may be equipped with the Parlux Melody silencer (the silencer which reduces of 47% the noise of the operating hair dryer) as well as with the special diffusers, according to the needs requested by the preferred hairstyle. Some nice "selfie" with the two new Parlux hairdryers were taken and posted on the preferred social networks by visitors who stopped at the devoted SOCIAL area of the PARLUX big booth at Cosmoprof.



THE **NEW**
PROFESSIONAL
EXPERIENCE

parlux
ALYON[®]
AIR IONIZER TECH

Professional K-ADVANCE PLUS[®] motor
Duration: 3000 hours - Air flow rate: 84 m³/h
Ideal power 2.250 Watt
"Air Ionizer Tech" technology
"HFS - Hair Free System" device
"Anti-warming" front body
Very light and ergonomic
Available in eight trendy colors

parlux[®]
THE HAIR CHOICE