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Not only a wide range of cotton products, but also...

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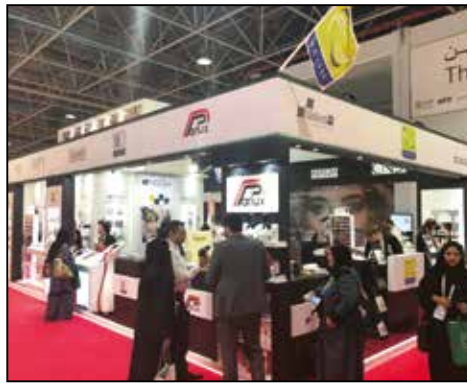
VISIT TURATI IDROFILO AT:

MARCA (Bologna - Italy)
BEAUTY ASIA (Singapore)
COSMOPROF (Bologna - Italy)
BEAUTY WORLD (Dubai - UAE)
PLMA (Amsterdam - Holland)

QUALITY HAIR DRYERS IN JEDDAH

Once again, the wide range of Parlux products caught great attention and interest at the Beauty World Saudi Arabia, which took place in Jeddah last 14th-15th-16th October.

The well-known Italian brand which has been distributing in Saudi Arabia for many years, is a very appreciated and sought-after brand by female professionals. In that country in fact, only female hairdressers can take care of other women hairstyles. The Parlux professional hair dryers represent for them too, the best tools on the market to be able to obtain very quick dryings and perfect hair styles. The interest towards the different Parlux models on show at the Nazih group booth (Parlux distributor



for the Saudi Arabia) confirms all that. Specially built motors, assuring lightweight and power, ergonomic design and inner devices as that which emits negative ions, high quality production materials are some of the main features that mark any Parlux product. On the market for over 40 years, they result to be the preferred ones by hairdressers all over the world, Saudi Arabian ones included.

COSMOPROF ASIA: 2018: THE NEW PARLUX ALYON® CONQUERS THE ASIA PACIFIC MARKETS

The reference trade show for the cosmetics, beauty salons, spa, perfumery and hair industries in the Eastern and Pacific areas, is doubtless, Cosmoprof Asia. Its 23rd edition took place at the Hong Kong Convention & Exhibition Centre last Nov. 14th-16th. According to the organizers, this was a record edition which registered about 85 thousand visitors and more than 3000 exhibitors coming from 53 different countries. A real successful one, both for visitors, looking for the newest products and services, both for exhibitors who could present their products and get in contact with real specialized professionals working in those world areas. Parlux, Italian quality brand in the hairstyling accessory industry, always attends this "must to be" event; this year the big Parlux booth organized by Renovo Essentials, distributor for China and Hong Kong was mainly featured by the presentation of the new Parlux ALYON® hair dryer.



An innovative, ultra professional, very powerful hair dryer, (2250 Watt) lightweight and long-life (up to 3000 hours - thanks to the new K-ADVANCE Plus® motor) and by two inner technological devices which make it a unique tool: the HFS system (Hair Free system - patent pending) which catches and keeps the hair while operating - the hair dryer is therefore much more efficient and clean and the Air Ionizer Tech system which emits negative ions and makes you obtain very quick dryings with bright, soft hair. The technical features of the Parlux hair dryers are especially appreciated by the Asian hairstylists; with them they can satisfy any hair drying and styling need even on very difficult hair...

IN MADRID, AT THE SALON LOOK TRADE EXHIBITION GREAT SATISFACTION FOR THE PARLUX HAIRDRYERS

Salon Look, the most important Spanish event in the Hair & Beauty industry, took place in Madrid on "27th, 28th, 29th September and registered the attendance of more than 300 exhibitors and 1200 national and international brands. Educational courses for hairdressers and beauticians, hair fashion shows, live demonstrations on the most advanced techniques to be able to always present quality products and services to customers, feature this important event. However, professionals in the industry visiting these exhibitions, are looking for new products which may improve their own jobs and working methods. All visitors visiting the Parlux booth by the Messrs. Fama Fabrè company, distributor for Spain, weren't disappointed. The new Parlux ALYON® in its various colourful versions and the Parlux ARDENT® hair dryer represent the best products on the market enabling hairdressers to make their everyday job easier and simpler. The first one is a power and lightweight concentrate thanks to a new K-Advance® Plus motor and presents two very new indispensable devices: the HFS (Hair Free System - patent pending) which catches and collect the hair for a cleaner and more efficient tool, the second, the Air Ionizer Tech emits negative ions to obtain beautiful, shine and soft hair. Parlux ARDENT® is a specific hair dryer devoted to the men hair and beard treatments and therefore is mainly be used by barber shops. It mounts a properly built AC motor lasting over 2000 hours which permits a perfect use at different speeds and no static electricity; ideal features for any grooming service.



THE PARLUX HAIRDRYERS AT ON HAIR SHOW 2018

On HAIR 2018, the Bologna's appointment confirmed to be an additional, expected and appreciated Italian event, always very crowded with hairdressers. On Nov. 25th- 26th in Bologna, two busy days on discovering the latest hair fashion trends and the related techniques, learning some tricks to be able to satisfy one's own customers and following the live shows of the most important hair stylists and above all, looking up brand new products/services to be used in one's own hair salon.

Among them, the main tool which is mainly used by hairdressers, every day, for long time : the hair dryer; which, for the above mentioned reasons, must to be high quality, professional and very technological. Just as those Parlux has been creating, experimenting, producing for over 40 years to the hairdressers' service. With this spirit, Parlux successfully attended at the 2018 edition of ON HAIR, Bologna. Their booth, very lively and colourful as the various colourful versions of their latest hair dryer Parlux ALYON® caught the attention of visitors who could be able to test this

PARLUX ALYON® - A SUCCESSFUL HAIRDRYER AT SALON INTERNATIONAL LONDON

Every year, Salon International takes place in London, and represents an unmissable appointment for hairstylists, world-renowned stylistic groups, trainers and teachers, producers and distributors of the hairstyling industry. Those who love "the hair world" and most of all sector operators consider it necessary to be always updated and informed about the trendiest hairstyle and new products - a pleasant need as well as a tradition for professional growth. Here some of the comments heard from the 13th to 15th of October during Salon International at Parlux stand, in the Hair Tools area (Parlux distributor in Great Britain), where Parlux ALYON® was officially launched

model on place, verifying its power, lightweight and quick drying possibility. New technological devices feature this model: the innovative K-ADVANCE Plus® motor, the Air Ionizer Tech system (a device which emits negative ions to obtain bright, soft, glossy hair) and the new HFS (Hair Free System - patent pending) which catches and keeps the hair leaving the hair dryer cleaner and efficient for long time. The Parlux products represent the best choice for the hair professionals which always require reliability, safety and durability for any tool they are using every day.



in Great Britain. "This is an extraordinary hairdryer" said Sally, owner of a hair salon in Bournemouth. "it is extremely powerful, light and ergonomic. We've

PARLUX ALYON®, EXCELLENCE HAIR DRYERS FOR THE PORTOGUESE PROFESSIONALS AND NOT ONLY!

As usual, the Parlux distributor for Portugal, Ricki Parodi, organized a large exhibition area where the new 2018 Parlux ALYON® was the absolute protagonist! Hairdressers and professionals were impressed by the extraordinary power (2250 Watt) of this model thanks to the K-ADVANCE Plus® innovative motor and by its extreme lightweight; it is also a long-lasting tool; its operating time in fact, is here improved up to 3000 hours. Two new technical improvements feature this model: the HFS system (Hair (Hair Free System - patent pending), an internal device which catches and collects the hair for a cleaner, more efficient tool and the Air Ionizer Tech, a negative ions device which allows for soft and bright hair.



been using it for many years now, and in my salon we use only Parlux hairdryers. I've tried this new model and I find it further more interesting". John, would-be hair stylist from Liverpool, stated: "the HFS system of this dryer is a brand new innovation in the sector. I've never seen such a device able to hold hair in any hairdryer.... Wonderful idea! In this way, the dryer is much cleaner and lasts longer!" "faster blow-drying and soft, shiny hair is a dream that comes true with ALYON® by Parlux. This hairdryer features the Air Ionizer Tech, an inner device emitting negative ions" stated Elisabeth, a hairstylist from a big hair salon in Edinburgh. All these clear and simple comments prove that Parlux technical features are highly appreciated by professional hairdressers during their daily job.