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## PARLUX ALYON® AND PARLUX 3200® PLUS: THE NEW PARLUX 2019 PRODUCTS PRESENTED TO THE PRESS AND INFLUENCERS

Last March 4<sup>th</sup>, in Milan, the new 2019 Parlux tools were unveiled. Many journalists and influencers joined the event organized by Parlux at the eclectic Orea Malià hair salon in Milan. A few days before the opening of the most important world fair in the beauty industry, Cosmoprof Worldwide Bologna, Parlux organized a preview event at the Salone Orea Malià in Via Marghera in Milan, a unique and special occasion to present to the operators of communication the new Parlux products, also through special beauty sessions

## PARLUX AT COSMOPROF WORLDWIDE BOLOGNA 2019

This year, the Hall 33 of the famous and very crowded International trade exhibition was particularly featured by the presence of a large Parlux booth. Their professional high quality hairdryers which are appreciated and distributed all over the world always call the attention of specialized visitors looking for brand new products devoted to the beauty professionals. This time too, Parlux fans were not disappointed.



Parlux ALYON®, the most modern and technologically advanced hair dryer in the wide variety of Parlux products in its new color, trendy version, "jade" is added to the other eight color versions available (pink, yellow, coral, turquoise,



realized with the help of the Parlux hairdryers. Parlux ALYON®, a very colorful power and perfection concentrate both for professional and personal dryings, in the new jade color, was presented in its trendy nuance from thousands of shades. Parlux fans and not potential enthusiasts love it. The Parlux 3200® PLUS model is the technological restyling of the historic best seller Parlux 3200®.



green, bronze, matt graphite, matt black). Undisputed its technical qualities, among which the innovative motor K-Advance Plus® (2.250 Watt) assuring perfect and very quick hair dryings, the Air Ionizer system (negative ions emitter) and the HFS system (patent pending) a device which catches and collects the hair and dust leaving the tool cleaner and more efficient. Parlux 3200® PLUS represents the technological and stylistic restyling of the historical Parlux 3200 model a very successful tool, very used in many hair salons all over the world.



This technical-stylistic review will be able to fully satisfy the most demanding professionals thanks to the 1,900 Watt power associated with a new air intake concept which assures more and more silent, powerful and quicker dryings. Participants in the event, moreover, had the occasion to try the new virtual reality game "Shootenstyle" whose protagonist is the Parlux ALYON® hairdryer.



This renewed version presents a power of 1900 Watt and a new air intake concept assuring for less noise while offering more power and quicker dryings as well as an elegant rear ring: it is available in five different colors (red, fuchsia, violet, silver and black). In addition to the Parlux products on display, the public was intrigued by an unusual, pleasant, truly new initiative. At the social corner of the Parlux booth, "Shootenstyle", a funny video game in virtual reality was set up. In this videogame, the Parlux ALYON® hairdryer is the protagonist and contributes to complete a mission: in the city of beauty, the virus of disarray infects people, but there's a cure: you have to style everyone using the Parlux ALYON® hairdryer and try to bring beauty back to the city and, above all, don't get upset! Many visitors who enjoyed this unusual game were able to learn more about this technological and ultra-professional hairdryer.

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Power: 1900 Watt

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Eco Friendly

**Parlux<sup>®</sup>**  
THE HAIR CHOICE



## PARLUX AT EXPOCOSMETICA 2019

PARLUX, for many years in Portugal, reference trademark and synonymous of high quality professional hairdryers, usually attends to the Expocosmetica fair, the most important beauty industry trade exhibition in Portugal which took place on March 30th and April 1st this year at the Exponor Exhibition centre in Porto. During this 24th edition, the well-known Italian brand was present at a big booth which was completely devoted to the two new 2019 hairdryers, Parlux ALYON® new jade color and the Parlux 3200® PLUS, models for which the enthusiast professionals public was not disappointed. Thanks to their innovative technical features, they can fully satisfy the professional needs of hairdressers and represent the best tools on the market. The technical details which feature all Parlux products are power, lightweight, long-life, ideal sizes and very good balance to let you obtain very quick, efficacious dryings with no arm stress for the operator. In addition, innovative



inner devices allow to perform at best any hairstyle service. Parlux ALYON® best seller hairdryer in its category, presents 2250 Watt, 3000 hours life and new special devices as the HFS (Hair Free System, patent pending - which collects and keeps the hair obtaining a more efficient tool) and the Air Ionizer Tech (negative ions emission for soft, shiny hair) in its new color version jade, new nuance 2019 added to the 8 other different color versions. Parlux 3200® PLUS is the technological restyling of the model Parlux 3200® presenting interesting improvements compared to the previous one; more power thanks to a 1900 Watt motor and an innovative aspiration concept. Aesthetically, its design is made more attractive by an elegant rear ring.

## TOP HAIR DÜSSELDORF 2019: PARLUX, UNDISPUTED REFERENCE TRADEMARK FOR HAIRDRESSERS

The 15th edition of the German exhibition confirmed to be a big European kermesse fully celebrating the hairstyling world. On March 30th-31st, at the Duesseldorf Fair, professionals in the industry, dealers, hair designers and aspiring, future hairstylists, hair fashion enthusiasts coming from all the German regions and from various European countries met together to discover brand new products and the most trendy hair fashion trends. At the big Parlux booth organized by Fripack, distributor for Germany, the presentation of the most modern and technologically advanced Parlux hairdryer: Parlux ALYON® registered great success and visits of many old and new Parlux fans. The technical features of this model were appreciated by all of them, especially by professionals of the industry because this and other Parlux items - as says a company



slogan - "probably are the best professional hairdryers in the world". Power and lightweight - thanks to a new, very powerful, extra light motor - easy to use, very good balance, ideal sizes, long-life, new devices as the HFS Hair Free System (which collects and keeps the hair keeping the tool, clean and more efficient) and the Air Ionizer Tech (which emits negative ions allowing for very quick dryings and healthy, soft, shiny hair). Many of the well-known hairstylists who lived the different hair fashion shows during Top Hair Duesseldorf worked on stage with the help of Parlux hairdryers only: an additional confirm of the efficaciousness of the Parlux hairdryers as top tools on the market.

## COSMOBEAUTY: THE NEW JADE COLOR OF THE PARLUX ALYON® HAIRDRYER ALSO CONQUERS THE SPANISH PUBLIC

The 3rd Cosmobeauty edition in Barcelona was held last 6th-7th-8th April at the exhibition center of the Catalan city. A rather young event in the Hair & Beauty world in the Spanish and international Panorama that Parlux could not miss to complete its already extensive annual exhibition program. At the booth of their distributor for Spain, Messrs. Fama Fabrè, Parlux officially presented the hairdryer novelty 2019, the already best seller model Parlux ALYON® to the Spanish public, in the new version jade color, a trendy nuance very appreciated by the public and which is added to the other 8 color versions: yellow, pink, coral, green. Turquoise, bronze, matt graphite and matt black. The most modern Parlux hairdryer will cheer up any hair salon with an explosion of vibrant colors, is a concentrate of technology at the service of the hairdresser's work. It is in fact a technologically advanced professional hairdryer that presents a new powerful and very light motor (2,250 Watt for a long life -3,000 hours) which includes special and exclusive devices, such as the HFS system (Hair Free System - Patent Pending, a device that keeps and collects the hair guaranteeing much cleaning of the tool and more efficiency over time) and the Air Ionizer Tech (negative ion emitter, now indispensable because it eliminates static electricity on the hair and makes it soft and shiny). Professionals visiting the fair could be able to test on the effectiveness of drying and easy to use possibility of this hairdryer, as well as enjoying some practical hairstyling demonstrations realized with the Parlux hair dryers.

