



## **KISS GOODBYE TO HEAT DAMAGE AND HELLO TO GORGEOUS HAIR WITH REMINGTON'S HYDRALUXE PRO RANGE**



Styling your hair can often feel like a choice between salon-worthy style and keeping your locks healthy, with the heat from many tools leaving hair dry and stripped of its natural moisture.

Remington, global hair care expert, has unveiled its Hydraluxe Pro Range, featuring an innovative straightener and dryer, that contain clever built-in technology designed specifically to protect your tresses against heat damage while never having to compromise on results!

Whether you're after a sleek and smooth style, bouncy blow dry or undone, beachy waves, the Hydraluxe Pro range uses Hydracare Technology to regulate the styling temperature of the tool, preserving the hair's moisture balance and preventing damage.

### **HYDRALUXE PRO STRAIGHTENER**

Through its innovative Hydracare Mist technology, the Hydraluxe Pro Straightener releases a cool moisture mist as you glide through the hair. The micro particles in the cool mist are able to easily adsorb onto your hair, relaxing each strand as it's styled and allowing for effective styling at a lower, healthier temperature of 170°C with no heat damage\*.

The Hydraluxe Pro Straightener's Moisture Lock Ceramic Coating ensures the hair's perfect balance of moisture is preserved as you straighten, transferring micro-conditioners to the hair to lock in smooth,

shiny and long-lasting styles. Included with the straightener is a pipette, so you can refill the integrated water tank with ease.

The Hydraluxe Pro Straightener includes an integrated sensor that ensures even temperature distribution throughout the plates as well as offering five different heat settings to customize styling to your specific hair type. The ultra-fast heat up time of 15 seconds allows for salon-worthy styling in minimal time!

*Hydraluxe Pro Straightener available at Argos, Amazon & Boots for RRP £149.99*

*\*No added damage vs un-styled hair when styling at 170°C with the HydraCare Mist switched on*

## **HYDRALUXE PRO DRYER**

Letting your hair dry naturally can sometimes seem like the best alternative to heat drying when looking to keep your hair healthy. Remington's Hydraluxe Pro Dryer not only gives you beautiful results that save on your glam-time but uses built in Hydracare Sensor Technology for complete protection against heat damage\*\*.

The Hydracare Sensor continuously monitors and regulates the temperature of air directed onto your hair, protecting from any excessive heat build-up whilst delivering a powerful and precise airflow, with 50% faster drying\*, so you can look just as glam in half the time!

Micro-conditioners released into the airflow of the Hydraluxe Pro Dryer form a protective barrier that preserves the hair's perfect balance of moisture. But putting hair health first does not need to mean sacrificing on style, as the Ionic Conditioning within the dryer produces smooth, shiny results, locked in place by the True Cold Shot feature.

Those with thick, or long hair don't need to be hindered by the infamous styling arm-ache thanks to the Hydraluxe Pro Dryer's ergonomic short barrel design, which ensures an even weight distribution and comfortable hold for beautiful, salon-worthy results.

*Hydraluxe Pro Dryer available at Amazon, Argos & Boots, RRP £149.99*

*\*vs a standard 2200W Remington hairdryer*

*\*\*No added damage vs air dried when styling with Hydracare Sensor switched on.*

<b>Hydraluxe Pro Straightener</b>	<b>Hydraluxe Pro Dryer</b>
<ul style="list-style-type: none"><li>• Hydracare Mist Technology</li><li>• Precise Heating System</li><li>• Moisture Lock Ceramic Coated Plates</li><li>• Easy-to-use Design</li><li>• Integrated Water Tank</li></ul>	<ul style="list-style-type: none"><li>• Hydracare Sensor Technology</li><li>• Powerful Digital Motor</li><li>• Moisture Lock Conditioners</li><li>• Ionic Conditioning</li><li>• Ergonomic Design</li></ul>

<ul style="list-style-type: none"> <li>• Pipette for Easy Filling</li> <li>• Slim 110mm Floating Plates</li> <li>• 3m Salon Length Swivel Cord</li> <li>• Digital Temperature Controls, 5 settings up to 230°C</li> <li>• Temperature Lock Function</li> <li>• Ultra-Fast Heat Up, Ready to use in 15-Seconds</li> <li>• Plate Lock for Convenient Storage</li> <li>• Automatic Safety Shut Off after 60-Minutes</li> <li>• Worldwide Voltage</li> <li>• Heat Resistant Storage Sleeve</li> <li>• Guarantee: 5+1 years***</li> </ul>	<ul style="list-style-type: none"> <li>• LED Display with 3 Heat / 2 Speed Settings</li> <li>• True Cold Shot</li> <li>• Slim Styling Concentrator</li> <li>• Wide Drying Concentrator</li> <li>• Diffuser</li> <li>• Attachment Push Locking System</li> <li>• Removable Easy Clean Rear Grille</li> <li>• 3m Salon Length Cord</li> <li>• Guarantee: 5+1 Years****</li> </ul>
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For more information about Remington, please visit [uk.remington-europe.com/](http://uk.remington-europe.com/).

**ENDS**

For further information, high-res product images and samples please contact [remington@hatchpr.co.uk](mailto:remington@hatchpr.co.uk) or call 0113 361 3600.

### **About Remington**

As a division of Spectrum Brands Holdings powered by innovation, Remington has been helping the world get ready for 80 years. We pride ourselves on being at the very cutting-edge of technology and work with top salon professionals from all over the world to produce electrical personal care products that really work, care for you and deliver superior results every single time. For more information about Remington, please visit [www.remington.co.uk](http://www.remington.co.uk).

### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products and personal insect repellents. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands. In Europe, these brands include Remington, Russell Hobbs, George Foreman, Tetra, 8in1, FURminator, IAMS and Eukanuba, DreamBone and SmartBones. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).