

FOR IMMEDIATE RELEASE

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Solano Introduces the SuperSolano™ 3700Moda
Cutting Edge Professional Dryer Provides Increased Control with Solano Quality

Atlanta, GA (July, 2009) — Experience the ultimate in maneuverability and control to create a salon-perfect blowout with **Solano's NEW! SuperSolano™ 3700Moda** dryer. The **SuperSolano™ 3700Moda** features a compact designed with a unique shorter barrel for increased control while blow drying. The **SuperSolano™ 3700Moda** also features a weight balanced AC motor for optimal power and performance as well as Far Infrared heat, Tourmaline, Ceramic and Ionic technologies for healthy, shiny hair.

Intended for the most influential stylists in the professional beauty industry, SuperSolano™ dryers provide the latest, cutting-edge technologies necessary to create beautiful, healthy hairstyles day in and day out.

The SuperSolano™ 3700Moda features the following:

- 1875 watts
- Compact Design for increased control when styling
- Ceramic thermal grill distributes heat more evenly
- Far infrared heat dries from the inside out for overall healthier hair
- Tourmaline adds shine and smoothes hair while minimizing fly-aways
- Ionic
- Weight-balanced AC motor for optimal power and performance
- Solano "shield" bumper
- Cold shot button to set style
- Low EMF for improved environmental conditions
- Extra long cord with hanging ring
- Two fiberglass concentrators
- Three temperature settings, two speeds
- Removable filter ring for easy cleaning
- Two year Care & Repair limited warranty
- Made in Italy

The most trusted and dependable brand in the professional beauty business for over 30 years, Solano is committed to the highest standards of quality, and performance. Solano’s “Care and Repair” Warranty Program offers a 2-year limited warranty on all dryers and irons and a guaranteed 48-hour turnaround on repairs. Stylists across the country love that they can count on their Solano tools to last – client, after client!

SuperSolano™ 3700Moda.....Salon Price: \$159; SRP: \$220

The SuperSolano™ 3700Moda will be available beginning in **July** through major distributors and at beauty supply stores nationwide. For more information, call 1-800-323-3942 or go to www.solanopower.com

ABOUT Solano International®

Solano International is a professional line of high-quality, high-performance salon tools designed to meet the needs of serious stylists. For more than 30 years, Solano International has been dedicated to providing the best salon tools in the industry including hand-crafted premium-grade hair dryers utilizing the latest technologies and the highest standards of durability, quality and superior customer service. Solano’s “Care and Repair” Warranty Program offers a 2-year limited warranty on all tools, including an option for an indefinite number of renewals. Solano International is headquartered in Atlanta, GA. For more information, visit Solanopower.com.

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