

**FOR IMMEDIATE RELEASE**

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**Comfort to Hold Onto**  
**Solano Introduces the Plasmium Gel Grip Brush Collection**

**ATLANTA (July, 2010)** — Who said a brush can't define your style? **Solano's NEW! Plasmium Gel Grip Brush collection** offers the ability to perfect any hairstyle instantly and provide maximum comfort throughout the process. As one of the top leaders in professional styling tools for over 30 years, Solano debuts their collection of cutting edge brushes that feature a patented Plasmium Gel-Grip Handle that relieves stress on hands and wrists so styling is made easy! The handles withstand high heat and easily wipe clean of any residue from styling products. Each brush is designed with Ceramic, Ionic and Tourmaline technologies to dry hair faster and reduce frizz, leaving hair smooth and shiny – and saving you time for faster blowouts.

**The Solano Plasmium Gel Grip Brush collection** is debuting with three **Thermal Round Brushes** and one **Styler Brush** for varied designs to fit your lifestyle and provide a salon inspired look at home.

The **Solano Plasmium Gel Grip Thermal Round Brushes** feature the following:

- Plasmium Gel-Grip Handle to relieve stress on hands & wrists. Withstands high heat and easily wipes clean.
- Ceramic barrel to dry hair faster
- Tourmaline to add shine and smooth hair while minimizing fly-aways
- Ionic technology to eliminate frizz and make hair smoother
- Color protective bristles that are gentle on color-treated and highlighted hair to help prevent breakage
- **Available in 3 sizes:**
  - **53mm (2 inches); SRP \$28.00**
  - **44mm (1 ¾ inches); SRP \$26.00**
  - **38mm (1 ½ inches); SRP \$25.00**

The **Solano Plasmium Gel Grip Styler Brush** features the following:

- Plasmium Gel-Grip Handle to relieve stress on hands & wrists. Withstands high heat and easily wipes clean.
- ComforTip™ bristles designed to be gentle on the scalp
- Slim design ideal for straightening and smoothing
- Tourmaline to add shine and smooth hair while minimizing fly-aways

- Ionic technology to eliminate frizz and make hair smoother
- **SRP \$20.00**

The **Solano Plasmium Gel Grip Brush Collection** will be available beginning **October 2010** at [www.solanopower.com](http://www.solanopower.com). For more information, call 1-800-323-3942.

***ABOUT Solano®***

Solano 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 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 electric styling tools, including an option for an indefinite number of renewals. Solano International is headquartered in Atlanta, GA. For more information, visit [Solanopower.com](http://Solanopower.com).

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