

FOR IMMEDIATE RELEASE

Contact: Lindsay Elkins
Creative Media Marketing
(212) 979-8884

Valee Desai
Solano International
valee.desai@newellco.com



Solano Introduces the Power to Prevent Dryer

Solano partners with Living Beyond Breast Cancer to help support women facing the disease

Atlanta, GA (July, 2009) — Solano International has long been empowering women to look and feel their best through professional tools that create salon-perfect styles. Now, through a new partnership with Living Beyond Breast Cancer (LBBC), the company is pleased to introduce the Power to Prevent dryer in support of women living with breast cancer.

From September through October, the limited edition pink Power to Prevent dryer will be available through major distributors and at beauty supply stores nationwide.

“We are so pleased to be partnering with Living Beyond Breast Cancer offering the Power to Prevent dryer in an effort to support women facing this disease,” said Valee Desai, Marketing Communications Manager, Solano International. “As a company, committed to helping women look and feel their best, this partnership was a natural fit.”

As part of its partnership with LBBC, Solano will provide the organization with an annual donation in an effort to help women affected by breast cancer live as long as possible with the best quality of life.

“Living Beyond Breast Cancer is proud to collaborate with Solano International because of the company’s commitment to excellence, compassion and empowerment,” said Jean A. Sachs, MSS, MLSP, CEO of Living Beyond Breast Cancer. “Both Solano and LBBC give women tools to make educated decisions for managing their lives, regardless of age, background or economic status. We are excited to call Solano a partner in helping women affected by breast cancer feel great about themselves and their lives.”

The Power to Prevent Dryer features the following:

- 1875 Watts
- Powerful, long-life AC Motor balanced for optimal performance
- Ergonomic Handle
- 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
- Cold Shot Button to set the style
- Low EMF for improved environmental conditions
- Includes 1 Concentrator
- Cold Shot Button
- 3 Temperature Settings, 2 Speeds
- Removable Filter Ring for easy cleaning
- Extra Long Cord w/ Hanging Ring– 11.5 ft
- Care & Repair 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!

Power to Prevent Dryer (# 1757632-P)Salons \$119, SRP \$159

Solano International is sold 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 dryers, including an option for an indefinite number of renewals. Solano International is headquartered in Atlanta, GA. For more information, visit Solanopower.com.

About Living Beyond Breast Cancer®

Living Beyond Breast Cancer, founded in 1991, is a national nonprofit organization dedicated to empowering all women affected by breast cancer to live as long as possible with the best quality of life. Programs and services include: conferences; teleconferences; the toll-free Survivors’ Helpline (888.753.5222); a website, lbbc.org; free quarterly newsletters; publications for African-American and Latina women; recordings; networking programs; healthcare-provider trainings; and the Paula A. Seidman Library and Resource Center.

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