

**FOR IMMEDIATE RELEASE**

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

Valee Desai  
Solano International  
[valee.desai@newellco.com](mailto:valee.desai@newellco.com)



**Solano Introduces the SleekHeat™ 450 Flat Iron**

Professional flat iron combines technology and performance with Solano quality

**Atlanta, GA (July, 2009)** — Ready to set the competition straight? Solano International introduces the **NEW! SleekHeat 450** flat iron to create smooth, sleek styles in a snap. Available in 1-inch and 1.25-inch sizes, the **SleekHeat 450** iron glides through hair with ceramic beveled plates that heat up in 60 seconds. With Ionic, Tourmaline and Far Infrared Heat technologies, hair stays healthy and shiny.

Intended for the most influential stylists in the professional beauty industry, the **Solano SleekHeat 450** iron provides the latest, cutting-edge technologies necessary to create smooth, healthy hairstyles day after day.

The Solano SleekHeat 450 iron features the following:

- Available in 1-inch or 1.25-inch
- Variable temperature settings from 170°F-450°F
- Heats in 60 seconds
- Instant recovery time
- Beveled ceramic plates
- Far infrared heat
- Ionic
- Tourmaline
- Cool-touch tips
- Glides smoothly through hair
- 9-foot long swivel cord
- Two year care and repair warranty

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!

**Solano SleekHeat 450 Flat Iron.....Salon Price: \$139; SRP: \$199**

**The Solano International SleekHeat 450 flat iron** 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](http://www.solanopower.com)

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***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 and flat irons, 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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