

FOR IMMEDIATE RELEASE

Contact: Martha Miller
Creative Media Marketing
(212) 979-8884
Martha@cmmpr.com



Solano Heats Up With the New SmoothCurl450 Marcel Curling Iron

As a leader in professional styling tools for over 30 years,
Solano now delivers a curling iron designed to achieve tresses that impress!

ATLANTA, GA — Craving curls? **Solano's SmoothCurl450 Marcel Curling Iron** offers professional stylists the ability to achieve the smooth, luxurious curls that your clients will flip over! The **Solano SmoothCurl450 Marcel Curling Iron** gets hot and stays hot, with instant heat up to 450°F. Special features of the Solano SmoothCurl450 Marcel Curling Iron include a versatile marcel wand that adjusts from left-to-right for easy styling – no matter which hand you use and digital controls for precise temperature setting plus a “steady when ready” indicator light that lets you know when the iron has reached it’s desired temperature. Infused with Ceramic, Ionic, Tourmaline and Far Infrared Heat technologies, these irons feature a smooth glide barrel that won’t pull or snag hair. Built-in safety features include: auto shut-off capabilities after 6 hours, a perfectly balanced non-slip stand to rest in place without sliding or tipping over, and a smooth touch handle for maximum control and ease while styling. The professional **Solano SmoothCurl450 Marcel Curling Iron** crafts shiny, frizz-free curls that are sure to make an impact!

The professional **Solano SmoothCurl450 Marcel Curling Iron** features the following:

- Available in .75-inch, 1-inch or 1.25-inch
- Digital heat controls with instant heat up to 450°F
- Ceramic | Ionic | Tourmaline | Far Infrared Heat Technologies
 - Ceramic technology to distribute heat more evenly
 - Ionic technology to eliminate frizz and make curls smoother
 - Tourmaline to add shine and smooth curls while minimizing fly-aways
 - Far infrared heat for overall healthier curls
- Versatile marcel wand that adjusts left-to-right for easy styling, no matter which hand you use. Both the wand and handle rotates freely or locks in place.
- Auto Shutoff after 6 hours
- “Steady when Ready” indicator light illuminates when desired temperature is reached
- Smooth glide barrel to prevent hair from pulling or snagging
- Perfectly balanced non-slip stand to allow iron to rest in place without tipping over
- Ergonomic finger rest to relieve hand stress and prevent fingers from slipping
- Smooth touch handle to maximize control and comfort
- Extra-long swivel cord

Solano SmoothCurl450 Marcel Curling Iron.....Salon Price: \$59.00; SRP: \$79.00

The professional **Solano SmoothCurl450 Marcel Curling Iron** is available in salon professional and beauty supply stores nationwide and online at www.solanopower.com. For more information, call 1-800-323-3942.

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.

###