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Performance and Style Unite with the New Look of Solano

Solano International debuts modern packaging, introduces new products

Atlanta, GA (July, 2009) — Solano International has been a fixture in the professional styling sector for over 30 years and has always been at the forefront of technology by providing stylists innovative, quality salon tools that last. Now, Solano is upping the game with a brand new, modern look and the introduction of several new products.

Solano has long been known for its high performance, quality and durability and now the brand's bold update courtesy of sleek new packaging, a new logo and an overall up to the minute look only adds to the appeal.

"Solano has a rich heritage in the professional industry and has garnered a reputation for serious styling," says Valee Desai, Marketing Communications Manager, Solano International. "We wanted to better showcase the brand's power and performance by modernizing the packaging and updating the logo. Now our professional salon tools not only offer exceptional quality and performance but a stylish look as well."

As part of the Solano relaunch the company has introduced three new products to its lineup of professional tools: the **SuperSolano™ 3700Moda** dryer and two sizes of the **SleekHeat 450** flat irons. The **SuperSolano™ 3700Moda** features a more compact design 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.

Available in 1-inch and 1.25-inch sizes, the new **SleekHeat 450** flat irons easily glide through hair with ceramic, 4-sided beveled plates that heat up in 60 seconds. The variable temperature settings and instant heat recovery provides stylists with more

control, versatility and better overall performance while styling. The **SleekHeat 450** irons also feature Ionic, Tourmaline and Far Infrared Heat technologies so stylists can confidently ensure beautiful results every time.

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 return-ship on repairs. Stylists across the country love that they can count on their Solano tools to last – client, after client!

The SuperSolano™ 3700Moda dryer and **SleekHeat 450** irons will be available in **August** through major salon 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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