

MULTICULTURAL HAIR LOVES



BIG POWER

BIG POWER BY HAI ELITE®



To go with its new amazing styling iron, there's a new special-edition Big Power dryer. The lightweight tool has an 1875-watt A/C high-output motor, and uses negative ion and tourmaline ceramic-fusion technologies. It has a \$240 SFP. hai-elite.com • 877.212.8700

To go with its new AMAZING Styling Iron!



Multicultural ELECTRICALS

Does your beauty store offer the professional hair tools needed to achieve the looks that today's consumers want?

by Marc Birenbaum

If you're really serious about tapping into the multicultural market, you need to offer a wide variety of electrical tools: blowers, flat irons, curling irons, blow dryers and more. Recently, we talked to nine top suppliers about what new and existing multicultural electricals they offer for beauty stores: Andis Co., Belsin Products, The Cricket Co., HAI, Hot Tools, IZUNAMI, Oster Professional, Red Pro and Wahl Professional. Here are 25 products they suggested for your inventory.

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QUESTIONS? We're here
877-212-8700

IT'S HERE & IT'S GOING TO BLOW YOUR MIND!

MULTICULTURAL HAIR **LOVES**



BIG HEAT

BIG HEAT BY HAI ELITE®



• The new special-edition Big Heat is marketed as the first styling iron to alert the user with an audio message when it reaches its professional-use-only maximum temperature of 450°F—something it does in seconds. The appliance sports a sleek, black-satin finish, and has floating plates (1-inch by 3 1/4-inches) with beveled edges. This high-performance tool is designed as an all-in-one instrument for straightening, curling, flipping and creating volume. It has a \$249 SRP.
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The first styling iron
to alert the user with an audio
message when it reaches
450°F



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IT'S HERE & IT'S HOT!

PRO STYLE TOOL