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**A NEW CULTURE OF HAIR AWAITS: MEGA HOT CELEBRATES  
25 YEARS WITH A MAKEOVER  
(Line Has Been Scaled Down, Repackaged; New Items Coming in September)**

For 25 years, Mega Hot has been recognized as a full service, mid-priced line of styling tools targeting professionals who want quality and value but with sophisticated ionic and tourmaline technology. As it celebrates its silver anniversary, Belson Products is relaunching the brand with a more concise selection of skus, more dual voltage items and sleek new packaging. New products will be introduced to the line in September; however it has already begun creating a buzz among professionals as it made its reappearance during Premiere Orlando.

"Mega Hot has always focused on quality professional products that never go out of style," said Tom Gebhart, senior VP and general manager for Belson Products. "Now we're creating a culture around these principles. The Mega Hot Hair Culture™ is an expression of affordable luxury, individual style and performance-driven products that are timeless in their design."

The new packaging allows the stylist to slide open the box to touch and see the items.

Mega Hot blow dryers are both quiet and lightweight and feature ionic generators and tourmaline technology. Two models have ionic generators with on/off switches...a unique feature that no other professional brand offers. Not all hair types or environments need ions, making the on/off switch a valued feature.

All Mega Hot straightening irons have ceramic heating plates for even heat distribution. Several are now dual voltage, perfect for worldwide travel, while some contain tourmaline. Tourmaline plates generate negative ions and far infrared rays, which help to lock in hair's moisture and remove static that causes frizz. Due to the concentration of these negative ions, hair-straightening time is cut in half and hair is left feeling softer and shinier.

Launched in 1985, Mega Hot is a full service line of high quality and superior component styling tools with innovative technology that includes curling irons, blow dryers and straightening irons for the professional hairdresser. Mega Hot is available nationwide through a growing network of professional distributors. For more information, please call 888.738.1212 or visit [www.belsonproducts.com](http://www.belsonproducts.com).

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