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**GOLD 'N HOT TEAMS UP WITH FIVE-TIME TONY® NOMINATED MUSICAL
ROCK OF AGES
(‘Classic’ Pairing Helps Fans Imitate 80s Hair Through Product Giveaways)**

Combine Gold 'n Hot with the 80s themed Broadway musical Rock of Ages and the word 'classic' comes to mind. The two have teamed up to help promote the show and the hair fashions from that fun-loving decade in a variety of marketing events throughout New York. Most recently, 450 people joined cast members for a Rock of Ages Circle Line cruise around the island of New York. A DJ played 80s music and each person who attended had an opportunity to win the Gold 'N Hot Professional Crimper and/or Ceramic Triple Barrel Waver from the Rock of Ages table. Other prizes on the wheel included tickets to the show and ROA merchandise.

"If you are old enough to have grown up in the 80s, Rock of Ages is the ultimate blast to the past," said Tom Gebhart, senior vice president and general manager for Belson Products. "And since all the female hairstyles in the musical are either crimped or waved or a combination of both, using Gold 'N Hot as a way to cross promote both brands was a perfect pairing."

The music that ignited a generation is heating up Broadway in the hilarious five-time Tony® nominated musical, ROCK OF AGES. The classic rock love story of the decade erupts into Broadway's best party, all to the sounds of such feel-good, sing-out-loud songs as *Don't Stop Believin'*, *Every Rose Has Its Thorn*, *I Wanna Know What Love Is*, *Here I Go Again*, and more. For more information, visit www.rockofagesmusical.com.

The Gold 'N Hot Professional Crimping Iron features two heat settings and gold tone crimping plates. The Gold 'N Hot Professional Ceramic Triple Barrel Waver features a PTC heater in each of the three barrels with a temperature range from 200 to 400 degrees.

Since its inception more than 25 years ago, Gold 'N Hot instantly became and remains the No. 1 selling brand in the professional ethnic beauty marketplace. Under the guidance of parent company Belson, the line has expanded on its offerings of stove irons to include blow dryers, bonnet dryers, hard hats, curling irons, flat irons and straightening combs in 24K gold and ceramic coatings. Gold 'N Hot can be found in salons and beauty supply retailers nationwide.

For more information, please call 888.738.1212 or visit www.belsonproducts.com.

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