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Contact: Nicole Martinez
One One Six Media
626.398.5131

**SMART HEAT™ IS BECOMING A MUST-HAVE FOR STUDIO HAIRDRESSERS
(Only Line of Hair Appliances Safe for Synthetic Hair is Making it Easier on Sets)**

smart heat's™ unique technology is fast becoming a must-have in the arsenal of studio hairdressers. This innovative line of appliances by Gold 'N Hot Elite provides just the right amount of heat according to hair type, eliminating the need for multiple styling tools, yet for studio hairdressers, smart heat does something no other hair tool can: it can safely style and restyle synthetic wigs and extensions without melting the hair.

"Whether you are a professional hairdresser working on set, or a family with different hair types, smart heat is all you need for synthetic, fine, medium or coarse hair, allowing for much-needed flexibility in styling multiple heads of hair," explained Tom Gebhart, senior VP and general manager for Belson Products.

Hair departments for Glee (FOX), Better Off Ted (ABC), America's Got Talent (NBC), The Tonight Show with Conan O'Brien (NBC), CSI NY (CBS) and Numbers (CBS) are all using smart heat on set and raving about the results.

Synthetic hair can be colored, washed and dried quickly and safely. "In the past, we could set synthetic wigs and steam them, but that was about it," said Ron Scott, lead hairdresser for the CBS drama Numbers. "If you wanted to loosen the curl or tighten the curl, you couldn't because even on the lowest settings, other irons would melt the hair. Now, we can straighten curls, or make curls looser or tighter, all in a matter of seconds because it heats up fast, allowing us to work more efficiently."

smart heat™ by Gold 'N Hot Elite: The Dryer features exclusive smart heat controls and a temperature lock to eliminate accidentally changing settings while in use. Center-balanced European body fits ergonomically in the hand and includes an extra narrow concentrator, double pick attachment, diffuser, a powerful and energy efficient motor, 9-ft. cord with hanging ring and non-slip side inserts.

smart heat™ by Gold 'N Hot Elite: The Straightening Iron features exclusive smart heat controls and a temperature lock to eliminate accidentally changing settings while in use. Available with 1" floating plates in a nano-ceramic coating, the iron features protective heat guards, textured insert for handling control and a 9-ft. 360-degree swivel cord.

smart heat™ by Gold 'N Hot Elite: The Curling Irons features exclusive smart heat controls and a temperature lock to eliminate accidentally changing settings while in use. Nano-ceramic coated barrels are available in ½", ¾", 1" and 1 ¼" sizes. The curling irons feature an extra-wide thumb press for stability and cool tip with a 9-ft. 360-degree swivel cord.

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 800.327.8384 or visit www.belsonproducts.com.

BELSON®

1 Helen of Troy Plaza
El Paso, TX 79912
Phone (915) 225.8000