

Company: Affinage

Stand: D155

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Company information:

Don't miss the Affinage & ASP stand at Salon International this year, where not only will visitors be able to see all their favourite Affinage products, but there will be a major focus on its new luxury sister-brand, ASP. Expect all the Affinage hero products including its unique colour range, Infiniti, as well as its highlighting systems, shampoos, conditioners and styling products. Affinage is one of the world's fastest growing haircare brands and is now sold in over 50 countries around the world, so a trip to its stand is most definitely worth the visit. In addition, the most significant brand to launch in the professional market – ASP will be showcased. Luxury haircare brand ASP launched in May 2011 with its first new line –Kitoko Advanced hair Therapy. If you've not yet seen this indulgent, sensory treatment range, this is a perfect opportunity to check it out. The collection of professional in-salon and homecare cleansers, balms and treatments contain unique blends of natural African plant extracts, expertly selected for their rejuvenating and restorative qualities, ensuring fantastically healthy, beautiful hair. The range is completely free from sulphates, parabens, waxes and mineral oils, and combine natural ingredients such as Karité, Green Tea, Fire Tulip, Tamarind and Vitamins A & E with the unique Electron Acceptor technology to replenish, condition and protect the hair. To celebrate the launch of ASP, the company is giving away a fabulous new Fiat 500 car, which will be on the stand at Salon International. All the competition details will be revealed at the show, so make sure a visit to the Affinage & ASP stand is part of your visit. "We've always been a big fan of Salon International and it's a great opportunity to share our innovations with the hairdressing community. I am delighted that we have expanded our stand to its biggest size to date, to introduce our new luxury haircare brand, ASP. We're even giving away a car to celebrate the launch and visitors can find out exactly how to enter when they visit our stand at the show," said Eric Bailey, Managing Director Affinage & ASP.