

Company: Kerastraight

Stand: E165

Contact name: Essence PR

Address:

Contact telephone number: 020 7739 2858

Email address: essence@essencepr.com

Company information:

KeraStraight at Salon International 2011

Visit KeraStraight at Salon International this year and discover the secret to providing your clients with salon perfect, beautiful frizz-free hair for up to four months.

Over the weekend of the 15th - 17th October, KeraStraight will be globally launching their brand new family of treatments which includes the unique KS Complex, NEW Colour Protect and NEW KS Intensive treatments. Visitors will also be able to speak to KeraStraight experts regarding the full retail range including Straight Maintain and KeraStraight Titanium Straightening irons.

There will also be non-stop live demonstrations from KeraStraight's partner salons throughout the weekend and a live photographic area where you can watch cover style shots being taken right in front of you. Plus, Salon International guests will be able to take advantage of exclusive special offers.

KeraStraight, developed and created by hairdresser Jez Barnett, has been quickly recognised as a 'must-have' treatment for forward thinking hair salons. This latest advancement in Brazilian Keratin Straightening Treatments, with now three variants available, has created such a demand that top salons including Trevor Sorbie, Michaeljohn, Sanrizz and Ken Picton, are all championing the treatment.

Benefits of KeraStraight – the ultimate treatment for salon perfect hair, everyday:

- Suitable for all hair types
- Eliminates frizz and curl
- Gentle formula does not cause any damage
- Effects last up to 4 months and repeat treatments are actively encouraged
- No need to apply to roots only - build up of Keratin improves condition
- Protects against environmental effects such as UV rays, smog and smoke

- Encourages new customers and footfall for excellent salon financial returns

Visit KeraStraight on Stand E165 for your special Salon International pack deals

To order KeraStraight for your salon, call 0845 459 0026 or visit www.kerastraight.co.uk