

Company: Macadamia Oil

Stand: B205

Contact name: Paul Evans

Address: Vivid PR, The Chapel, Reigate Road, Leatherhead, Surrey, KT22 8RA

Contact telephone number: 01372 370 819

Email address: paul@vividpr.co.uk

Company information:

Macadamia Adds Some Colour to Salon!

Macadamia Natural Oil prepares to introduce the wow factor to Salon!

Macadamia Natural Oil is something of a rarity in professional hairdressing and 2011 has proved to be a year of exceptional success. After a highly successful global launch in 62 countries, a major presence at the world's major trade shows and an unprecedented response from professional hairdressers and consumers, it has continued to apply its unique brand of creativity and innovation to product development, which will be revealed at this year's Salon International.

"Visitors will need to expect the unexpected as we prepare to introduce new additions to our collection," says UK MD Nick Shillabeer. "The show has been chosen to launch major new products that will build on the position and values of the brand, so it's an exciting time for Macadamia."

The rare and exclusive blend of Macadamia and Argan oil, which lies at the heart of every product, is now at the core of a new colour range. Plus the company will reveal its new Reviving Curl Cream and a high quality brush collection. "Innovation and creativity based around a core ingredient has revolutionised hair care and provided the basis for considered range expansion," says Nick. "The introduction of colour, the first oil based colour in the global market, will set a new benchmark for colour performance and results."

Macadamia's 'Liquid Gold'; its luxuriously rich blend of Macadamia and Argan; can already be added to any colour product to increase colour integrity, vibrancy, durability and iridescence. "We have now taken this concept a step further by using our oils as an integral ingredient in a professional colour line. This is a major development and colour innovation that takes colour business to a new place entirely."

Macadamia – the global show stopper!

Following hot on the heels of its success at global hair shows in Las Vegas and at Cosmoprof in Italy, Macadamia Natural Oil is preparing to wow visitors at the UK's premier professional hairdressing show with an imposing 81 square metre stand. Dressed in Macadamia's signature colours of green and brown, the stand will be dressed to thrill as it introduces one of the globes most creative, innovative and successful launches of the decade!

Featuring the compact yet highly effective 'care' collection, spearheaded by the miraculous Healing Oil Treatment, visitors will get to experience the range up close and see brand new innovations for the very first time. This will include the first offerings from Macadamia's new styling collection.

UK Director Nick Shillabeer; "The oil, shampoo, conditioning and repair range will be complemented by really unique never-seen-before products that take our brand concept, and indeed the world of hairdressing, in a new and exciting direction. We are taking a different and innovative approach to invent new ideas that hairdressers and their clients will love whilst ensuring performance remains at the heart of everything we do."

The new launches feature Macadamia's trademark infusion of Macadamia and Argan oil, an exclusive blend of some of the world's most precious oils proven to deliver instant and long-lasting benefits on the look, feel and condition of hair. Along with the brand's signature fragrance, boutique styling and creative retail opportunities, the show is set to position Macadamia as a world-leading brand concept for 21st Century hairdressers and their discerning clients.

Visit Macadamia at stand B205 at Salon International, ExCel London on Saturday 15th - Monday 17th October 2011. For information call 08448 40 30 40, email info@macadamiahair.co.uk and visit www.macadamiahair.co.uk