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## **Two minutes and ready to roll**

*No time to fuss over your hair? No Problem!*

*With the 20 Roller Instant Heat Hairsetter by Conair, you – and your hair – are ready in no time.*

Stamford, CT July 21, 1999 – You're busy, on the go, in a rush – you've only got 2 minutes. In the time it takes to make instant rice, boil an egg, order pizza, make a phone call, you can now heat up your rollers too, with a true breakthrough in hairsetter technology – the 20 Roller Instant Heat Hairsetter (model CHV21).

This Instant Heat Hairsetter is engineered to heat up FAST – it's the only full hairsetter on the market that heats up in just two minutes. Not only does the innovative technology behind this hairsetter heat the rollers quickly, it also maintains their heat. And because this is a full size hairsetter, with 20 rollers in three different sizes, you can create a quick everyday do or a more elaborate style. Get maximum flexibility with 8 jumbo, 6 large and 6 medium rollers – medium rollers will produce tight little curls and jumbos can create either a straight smooth look or a full, voluminous style – whatever you choose.

Each roller has a translucent stay cool end ring, making it safe to handle, and a velvety flocked surface to protect hair from direct heat. Flocked rollers don't pull, so they are gentler on hair and curl smoothly with no creases. This soft cushioning also helps deliver shinier, bouncier results. Color coded clips easily match up to the right size roller and a ready dot on the roller lets you know exactly when to start rolling. This hairsetter is designed with an easy On/Off switch and a 6 foot line cord. And in the near future Conair is coming out with an Instant Heat travel set of 5 jumbo rollers with dual voltage (model TS7), so you can "jet set" wherever you go.

You asked for it and you got it. Women from 16 to 60 have been looking for a larger set of rollers with fast instant heat and here it is – elegance in short order – the 20 Roller Instant Heat Flocked Hairsetter by Conair.

Available in August 1999 at chain drugstores, mass retailers and specialty stores.

Suggested Retail \$39.99

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