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Two minutes and ready to roll – even when you're on the road!

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

Stamford, CT December 20, 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) and the Instant Heat Travel Hairsetter (model TS7).

The Instant Heat Hairsetter is engineered to heat up **fast** – 2 minutes and you're ready to roll. 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 rollers, 6 large and 6 medium. Medium and large rollers produce curls and waves while jumbos create a straight smooth look or a full, voluminous style – whatever you choose.

Each roller has a 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 either, 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.

Instant Heat is now also available in a petite Instant Heat travel set of 5 jumbo rollers with dual voltage (model TS7), so you can *jet set* wherever you go. This travel set is the answer to *bad hair* days for people on the go – you can get quick volume or sleek styling after a workout at the gym or in the privacy of your hotel room. Small and lightweight, this is the Instant Heat edition that's perfect for every traveler.

– more –

for immediate release

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. For the same Instant Heat when you travel, try the Instant Heat Travel Hairsetter.

Instant Heat is just one of the thousands of great innovations in professional hair care and other categories produced by the Conair Corporation. Lee Rizzuto, President of Conair, founded the company in 1959 with a \$100 investment, as Continental Hair Products. Conair, celebrating its 40th anniversary this year, has since become an international presence, with acquisitions such as Cuisinart and Waring as well as expansion of its professional hair care base to include all manner of hair goods, personal grooming, beauty and healthcare products and even consumer electronics. Today Conair is known worldwide for its innovative and competitive products.

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

Suggested Retail – Model CHV21: \$39.99

Suggested Retail – Model TS7: \$29.99

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