

for immediate release

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## **Straight Has Never Been Simpler.**

*From the Oscars to the malls the most desirable hair is...  
super straight, lustrous and luminous*

Stamford, CT April 30, 1999 – It once took an expensive, lengthy visit to the salon, but now it's a look you can achieve at home...in a matter of minutes. Every day! Or whenever you want!

The Conair® Straight Styles Steam Straightener is so simple to use: simply fill the removable reservoir with tap water. Allow two to three minutes for the unit to heat up. Section hair, and beginning at the roots, close the straightener around each section. Then slowly draw it downward. The conditioning steam gradually releases with the heat and pressure of the straightener.

The combination of gentle heat and conditioning steam creates silky, hydrated gorgeous hair. It eliminates summer frizz, waves, resistant curls and old perm ends. You don't have to resort to drastic means when Conair can straighten out your act.

Straight Styles straightener lets you try on this enviable look (without committing to a long-term salon chemical process) to see if you really love it as much as we know you will!

Straight Styles straightener gently protects, conditions and moisturizes your hair as it straightens, while salon processes can sometimes be harsh. This product leaves your hair not only straighter, but more beautiful and healthier looking than ever before, shining with reflected light!

*The look of the moment only requires a moment with the Conair® Straight Styles  
Steam Straightener.*

Available now at chain drug stores, mass retailers and specialty stores.

Suggested Retail – \$24.99

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