

# ROLL BABY ROLL

Take a Chance with the Latest Hair Trend for 2005



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**For Immediate Release...**October 2004, Stamford, CT: Big and bodacious hair is making a bold impression for 2005.

Fashionistas and beauty experts confirm that bountiful ruffling waves that spill

past the shoulders and saunter in the breeze are the most desired trends for the holiday season and New Year. While more conservative fashion textiles of tweed and houndstooth are flooding the runways, reckless and untamed hair creates a sexy accent required to compliment and contradict this look.

So how exactly do you get this monstrous mane? Take off the tweed and Roll Baby Roll! The Conair Instant Heat Hairsetter with ceramic and ionic technology is furnished with 20 rollers in 3 sizes that will not only inflate hair, but create an arrangement of curls that will make you the girl with the gorgeous hair. Ion shine technology promotes healthy conditioned hair, making hair look rich and lustrous, while ceramic technology delivers fast heat transfer for a quick set.

If you're a girl on the go you can still roll with the Conair Instant Heat Compact Styling Setter. This sleek, black, compact tote holds 12 rollers in 2 sizes without taking up too much space in your bag. Perfect for those long weekends away from home, these rollers offer the luxury of instant heat with ionic and ceramic technology, plus a starter strip that grips hair for a fast and secure set. Play with Conair and get winning styles with the hottest hair tools. It's not about the luck it's about the look!



## **Instant Heat Hairsetter with Ceramic & Ionic Technology**

**Model Number:** CHV261R

**Suggested Retail Price:** \$29.99

## **Instant Heat Compact Styling Setter**

**Model Number:** HS28

**Suggested Retail Price:** \$19.99

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