



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **Hair Looks for Less – Natural, Modern and Glamorous**

Re-create the latest on-trend hairstyles using the chic and stylish **Elite** hair brushes and accessories. From cascading locks, to modern straight, to an extravagant up-do, **Elite** hair brushes and fashion accessories are the ultimate in designer style. **Elite** offers superior quality products that are manufactured and styled in France to achieve a model look.

### **Natural – Soft, Cascading Curls**

For long billowing curls, start by blow drying your hair in sections. Use the **Elite Claw Grip** (medium) to separate the hair, then using **Elite's Round Brush** blow dry one section at a time, starting from the back of the head and working forward.

**Elite's Round Brushes** are made from boar bristles meaning they give the hair added shine, eliminate frizz and ensure each strand of hair is carefully brushed through without being damaged.

**Elite Claw Grip** (Medium) RRP \$6.95

**Elite Bristle Round Brush** (Large) RRP \$20.95

### **Modern – Straight Hair**

This one is always in style. For a neat, fresh look straighten your hair using **Elite's Ceramic Hair Straightening Brush**. This unique brush is ideal for perfecting straight, glossy hair while maintaining the volume at the roots for the ultimate at home blow dry. It both eliminates frizz and protects the hair as the nylon and boar bristles catch each lock without damaging it. These particular boar bristles promote luster and encourages natural shine, while the nylon bristles stimulate the scalp.

**Elite Ceramic Straightening Brush** RRP \$19.95

### **Glamorous – Up-Do**

To re-create this look you need a selection of **Elite Fashion Pins** (to secure the hair), and the **Elite Rat Tail Comb** (to back comb and create volume). Firstly, blow-dry the hair using a sectioning clip to separate the hair. Use the comb to back comb the hair and tease from root to tip, remember to focus on the crown of your hair. Once you have given your hair enough volume, use the fashion clips to create the up-do, piecing the hair up, one section at a time.

**Elite Fashion Pins RRP \$6.95**  
**Elite Rat Tail Comb RRP \$4.95**

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The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about Heat go to [www.heatgroup.com.au](http://www.heatgroup.com.au)