

HOTtopics

HOT TOOLS[®]

The latest information on your professional Hot Tools products and beauty trends

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LET IT SNOW

Introducing SNOW LEOPARD,
HotTools' new designer print appliances



**IONIC[®]
Salon Dryer**
1057LEO

**Nano Ceramic[®]
1" Flat Iron**
5306LEO

BROUGHT TO YOU BY



Terri Taricco

VICE PRESIDENT OF MARKETING
and LICENSED HAIRSTYLIST
for 25 years

NOV/DEC
2009

HOTtopics

HOT TOOLS[®]

The latest information on your professional
Hot Tools products and beauty trends

ABOUT

Helen of Troy[®]

THE MAKERS OF HOT TOOLS

Any way you look at it, Helen of Troy (Makers of Hot Tools and other professional brands) is an extremely successful company. Founded in El Paso by Jerry Rubin in 1968 as a hair wig company, Helen of Troy has evolved and grown into one of the world's leading distributors and marketers of professional and consumer personal care products. Helen of Troy has offices around the world, but El Paso remains its U.S. corporate home and is home to 500 of its worldwide 1250 employees.

Helen of Troy started in the hair care appliance business for the professional salon industry in the early 1970's and Helen of Troy has over 35 years of producing hair care appliance products for professional salon stylists. Our strength in this category is that we cater to the needs of professional stylists as we use new technology to provide professional quality products to meet their challenging and demanding service needs.... The biggest attribute of doing business with Helen of Troy is we stand behind our products and we are not a "here today... gone tomorrow" company.



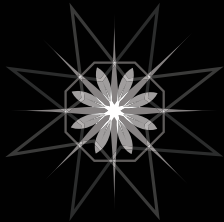
ENTER TO WIN

Rainbow Zebra

Monthly give away details.

Click on the button above to enter our monthly drawing for the featured item of the month.

Nov/Dec is the **Rainbow Zebra** Dryer & Iron Set
Variable Ion Output Dryer and 1" Ceramic Tourmaline Flat Iron



WINTER 2009 HAIRTRENDS

“...hot shades such as
brown, black, and red.”

This winter, hair trends will move to warm, neck covering full and voluminous styles. Thus long hairstyles are great to wear during this season.

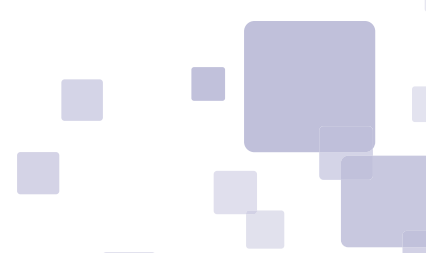
The long hairstyles favored this winter feature layered haircuts with either sleek or wavy layers. The long layered hairstyles create extra volume and give a warm feeling that is essentially attractive during the cold months. This trend is great for flat irons, curling irons and hot setter styles.

Straight and sleek or wavy and curly, medium and long hairstyles will really be hot this winter. Curls and waves give the impression of warmth and being down-to-earth making them very fashionable during the winter months.

However although winter hair trends tend to go in favor of medium and long hairstyles, many people will still go for hot short hairstyles such as bobs and short emo haircuts. These trendy short hairstyles look great even in winter outfits such as trench coats, cardigans, and sweaters. Hot colors.

To add style, colors and highlights will play a great role in the hair trends this winter. Among the popular options will include hot shades such as brown, black, and red. For the scene and emo people, scene stealing colors like purple, orange, and green will also be very visible.

Whatever hairstyle you wish to wear during the winter, always ensure that you take care of your hair properly as it is prone to dryness and dullness during the cold months.





Great Performance!

NEW

1" Salon Flat Iron

WITH CERAMIC HEATER

Flat Iron COMPARISON

	HOT TOOLS	CHI	FHI	GHD
Max Heat	450°	392°	450°	380°
Heat Up Time*	30 sec	50 sec	50 sec	23 sec
Heat Recovery**	15 sec	15 sec	40 sec	14 sec
Best Value	Under \$75	\$120	\$195	\$255

* Time to be ready to use
 ** 98% heat recovery time



NANO Ceramic Plates
 Heats Up to 450°
 HTBW14 - 1" Iron



The flat irons above are similar in many respects. They offer pretty much the same plate widths and come with "flash" heating so that the plates are hot and ready to use within seconds.

Hot Tools® has an added benefit of patented "Pulse Technology" which provides constant even heat even during use.

All of the irons above come with a one year warranty.

So, with it really boiling down to price, **Hot Tools®** Nano Ceramic iron have the most Features and Benefits at any price.

HOT TOOLS®



LET IT SNOW

Snow Leopard

INTRODUCING

Snow Leopard



#1057LEO

#5306LEO

Heats up to **430°**

HotTools' new designer print appliances

IONIC® Salon Dryer

with variable **ION DIAL** for all hair types and climates

Nano Ceramic® Flat Iron

with far-infrared heat and super-smooth surface to seal the cuticles, maximize natural shine, and reduce frizz.



Professional Hair Care

StyleTips

step by step

HOW TO FLAT IRON YOUR HAIR

click to find out how!



HOT TOOLS[®]

ARE A CURL'S BEST FRIEND



Gold

CeramicTiTourmaline

Nano Ceramic

Titanium

Nano Ceramic - Nano Silver

Call 1-800-487-8769 for more information or visit us online at www.HotTools.com

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HOW

TO CARE FOR

and get the longest life from your new and old appliance

Many of the beauty industries new professional appliances have custom hand-painted finishes , giving it a beautiful metallic effect. These appliances need special care to maintain this beauty. Please do not insert the appliance (dryers or irons) into any metal appliance holders especially while it is hot. If you do ... it may cause scratches in the "car-like" finish of your beautiful appliance.

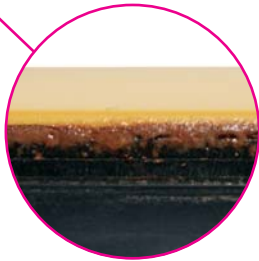
Irons

If you have purchased an iron (flat or round), you should wipe down the plates and barrels with appliance cleaner after each use to prevent product build-up and "burn-in". These irons perform best when not JUNKED up with product (see photos below) . If the iron surface relies on " nano " technology it is very important to keep the surface clean and slick. To keep this surface as slick and smooth as possible you should clean the surfaces regularly.

If you do have product build-up on an iron , we recommend HOT TOOLS Appliance Cleaner #1155 or #1156 - applied as directed, and a scrubbie made for Teflon pans on an unplugged but slightly warm iron. This really helps to remove any buildup.



"product build-up and "burn-in"



It is strongly recommended that irons (all appliances) be unplugged after each use. Leaving them on for extended periods of time shortens the life span of the appliance and it may cause discoloration of the metallic finish. This "tip" will maintain the beauty of your appliance and increase its life span (not to mention it is good common sense not to leave any appliance plugged in when not in use).

Dryers

Dryers don't normally die from natural causes.

They choke to death on the lint (see photos below).

Be sure to keep the lint filter clean on the dryer. This will increase the lifespan of the motor.

Should your dryer turn off during use, it may be overheating.

This may indicate that the lint filter is clogged. You should immediately unplug the dryer and clean the filter. Once it has cooled down, plug it in, press the red reset button on the ALCI plug and resume blow-drying.

If the dryer turns off and the lint filter is NOT clogged ... it may simply be overheating if you have been using it for long periods at a time... turn the power off and let the dryer cool down...

check the ALCI plug on the wall outlet and press the RED reset button... this should fix the problem.

The filter should be cleaned once a week.; Use a bristle or round brush or a clipper cleaner brush.... to brush the lint off. ... Cleaning More often may be required depending on use.... Also High Velocity Dryers take in high volumes of air... to put out higher volumes of air... This will drastically speed your drying time... and will clog the filter sooner. Please clean accordingly.

Dropping the dryer on the floor can substantially reduce its life... causing the motor mount or fan to break loose and rattle or quit working, so try not to drop your appliances.



If you follow the simple steps above, your appliance will give you its best, and you will have great tools for great hair.

HOT TOOLS[®]

GETS IT STRAIGHT



Gold



Ceramic^{Ti}Tourmaline



Nano Ceramic



Titanium



Nano Ceramic - Nano Silver

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