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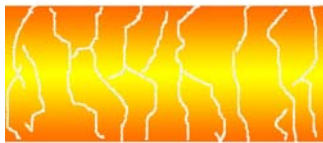
**For immediate release:**

## **New KQC X-Heat Technology delivers advanced iron styling without frizzing or frying hair**

Whether it's for a special occasion or part of our everyday look, smooth and straight hair has become a timeless style that requires constant and careful maintenance. Despite the longstanding popularity of sleek and sophisticated tresses, ineffective conventional styling irons have plagued locks with harmful effects. Often unable to produce desirable, frizz-free strands, these tools have been damaging hair for decades.

### **A New Direction in Hairstyling**

Understanding the need for successful straightening, legendary hair styling brand KQC introduces X-Heat Technology, a revolutionary new system that gives hair a second chance at achieving gorgeous silkiness. This unique styling iron works wonders on locks by softening tresses faster, sealing in cuticles, preserving hair colour to radiate a healthy, glossy professional finish.



*Conventional irons leave  
the cuticles dry and frizzy*



*X-Heat leave the cuticles smoother*

*"It's always a pleasure to use real professional tools. I found your new professional ceramic styling technology iron with x-heat and with an infrared head is the best I've seen on the market today. Delivering top quality to my clients is of the utmost importance, and this one is on the list!"*

*I have been doing shows with City Line on a regular basis for the past six years, you certainly will be seeing the KQC's Styling Iron there."*

**- Grace Tartaglia, Image MakeOver, Toronto, Ontario**

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## Breakthrough Technology

X-Heat uses a specially designed blend of ceramic and tourmaline, the only precious mineral to produce the most ions and far-infrared rays when heated. These powerful elements compliment each other and are accompanied by a precise heat technology. Once the iron's temperature increases, tourmaline generates the finest ionic and far-infrared heat to preserve moisture and leave strands silky. Tresses avoid the threat of flyaway strands and static electricity offered by conventional products, and instantly become soft, smooth and easy to style.

*"I am really enjoying testing the new KQC X-Heat iron, I find it leaves the hair nice and smooth with lots of shine. I like the versatility of the iron, with the whole iron heating up it makes it really easy to curl the hair and works especially well when curling long hair. The tourmaline and ceramic combination works well when straightening, even on the curliest hair. The swivel and length of the cord is a nice bonus."*

**- Lynn Shupac, Senscience platform artist, Hair Creations, Mayerthorpe, Alberta**



*Convention Heating thru Conduction*



*Far Infrared Heating thru Penetration*

While conventional irons have long relied on heat provided through shorter wavelengths, this older method insufficiently penetrated hair or the scalp and eliminated chances of healthy styling. The shorter rays heat hair from the outside first, and then conduct heat to the cortex. By heating hair through conduction from the surface, tresses inevitably become frizzy, dry and damaged.

With an innovative approach to styling, KQC's X-Heat Technology uses far-infrared rays to produce longer wavelengths that directly enter the hair cuticle cortex and diminish surface damage. By heating hair from the inside out, this breakthrough product delivers exceptional results. Locks are heated evenly for gentle and fast styling in half the time as regular products to reduce exposure to heat. Negative ions produced by the iron cause the water molecules on hair's surface to separate into smaller droplets, which quickly become absorbed into locks.

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Moisture is then preserved within the cuticles to produce a protective barrier that wards off chemical and bacteria build-up. The results are remarkable as hair instantly becomes softer and emanates a more relaxed effect.

### **Easy and Powerful**

With the power to heat up in seconds, KQC X-Heat Technology styling iron offers variable heat settings that range from 140 F to 410 F for precision styling. A master at producing breathtaking results in any situation, it maintains a high temperature even on cold hair.

Featuring a 360-degree swivel cord, this revolutionary product boasts an ergonomic design that lets you straighten, flip or curl hair with a twist of the wrist.

KQC X-Heat Technology styling iron is available today for beautiful, healthy styling. This unique new system is sold only at salons for the suggested retail price of \$229 CDN. To locate a salon, or for more information on KQC X-Heat Technology and other KQC products, visit [www.kqcbeauty.com](http://www.kqcbeauty.com).

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## **KQC X-Heat Technology Styling Iron Facts at a Glance**

- A revolutionary new system that takes hair in a new direction in iron styling.
- Understands the need for successful straightening.
- Gives hair a second chance at achieving gorgeous silkiness.
- A unique styling iron that works wonders on locks.
- Softens tresses faster, seals in cuticles, preserves hair colour.
- Radiates a healthy, glossy professional finish.
- Offers breakthrough technology.
- Uses a specially designed blend of ceramic and tourmaline gemstone.
- Applies precise heat technology.
- Breakthrough elements compliment each other by generating negative ions and far-infrared heat.
- Conserves moisture and leaves hair silky smooth.
- Tresses avoid the threat of flyaway strands and static electricity offered by conventional irons.
- Hair instantly becomes silky, smooth and easy to style.
- Through an innovative approach to styling, KQC's X-Heat Technology uses far-infrared rays to produce longer wavelengths than those of conventional irons.
- Heat directly enters hair cortex and diminishes surface damage.
- Heats hair from inside out to deliver exceptional results.
- Hair is heated evenly for gentle and fast styling.
- KQC's X-Heat Technology uses half the heating time than other styling tools, reducing hair's exposure to heat for healthier, shinier hair.
- Negative ions cause water molecules on hair's surface become smaller droplets; quickly absorbed into locks.
- Moisture is preserved within cuticles to produce protective barrier that wards off chemical and bacteria build-up.
- Results are remarkable; hair instantly becomes softer and emanates a more relaxed effect.
- Provides easy and powerful styling.
- Heats up in seconds.
- Offers variable heat settings that range from 140 F to 410 F for precision styling.
- Maintains a high temperature even on cold hair.
- Features 360-degree swivel cord, ergonomic design for straightening, flipping or curling hair with twist of the wrist.
- Available only at salons for the suggested retail price of \$229 CDN.

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