



ELECTRIC

Find out why Brad Ngata is all aboard the GlamPalm train.

GlamPalm is cementing its place in the market with a few key points of difference – innovative technologies, rare materials and an all-new high-profile ambassadorship from hairdressing legend Brad Ngata all contribute to giving this electrical company its spark.

The company has had a long and varied history. After starting off as an aviation headset manufacturer (who saw this beginning there?), the company utilised similar technology to manufacture the tools for ghd, during which time they created the flat iron tool in 2001. The company then moved on to releasing their own line of GlamPalm tools in 2008 and expanding into the Australian market two years ago. Since then, it's the brand's unique materials, exclusive processes and continued innovations that have turned heads.

"All of our electrical products are made by us in one of our five factories in South-Korea," explained GlamPalm Managing Director Koen Verelst. "Every factory makes a certain component so they don't find out from each other what goes into where. Talk about being protective and exclusive!" The entire manufacturing process for the tools takes a lengthy forty days, where environmental factors such as temperature and humidity have to be managed in order to create the perfect plate.

A key feature for the brand is their exclusive Healing Stone Technology™, which is blended into the ceramic plates of the styling tools. This process treats the hair and protects it from the damage of the styler, so that heat-protectors are no longer necessary. The unique material can only be found in one mine that is located in South Korea, which GlamPalm owns.

Each tool is a necessary addition to the GlamPalm portfolio, with the products being created each with a particular purpose in mind. For example, the barrel in the irons that have been designed specifically for straightening purposes is flatter, where curling tools have a rounder body. The latest hero product is the SimpleTouch iron, notable for being able to heat up in a record-breaking four seconds and turning itself off if it senses no motion for 30 seconds, by utilising the brand's SENSE™ Technology. The in-salon AERO Dryer and ergonomic AirLight Dryer are two other best-sellers.

Among the host of fans GlamPalm has won with these impressive products, two-time Hair Expo Australian Hairdresser of the Year Brad Ngata is one of them – a support he's shown by signing on as an ambassador for the brand.

"I have had a set of GlamPalm irons in my kit for some years now," Brad explained. "The technology works, and the irons are



easy to use and give great movement when desired. Also, the hair always returns to prime condition after styling." Additionally, Brad cited the advanced temperature control, the directional setting and functional heat and speed as features that make the tools ideal both backstage and in the salon.

The major techniques Brad achieves with the tools include creating the 'Khob' – that is a Khloe Kardashian-inspired bob with a dropped bend, and switching between hot and cold airflow on the dryers to lock in volume and shine. Brad's staple sectioning system, created to gain maximum root lift and a premium finish, is complemented perfectly by the dryers, while the optimal temperatures of the tools allow Brad to work in bigger sections and still maintain the integrity of the hair.

"I use my GlamPalm tools every day in the salon and on assignments," Brad shared. "I have done session work for over 20 years, hair directed for two decades and blow dried a million heads of hair; I have skill but it's so important to have tools that you know work every time like GlamPalm."

Thanks in part to this South Korean gem, hairdressers all around the world are agreeing with him.

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