



GLAMOUR

IN THE PALM OF YOUR HAND

Just over a year ago GlamPalm launched into the Australian market at Salon Melbourne – and quickly sold out of every single iron they had on hand. A few months later it was the same story at Hair Expo, testament to the fact that although new to the marketplace, the GlamPalm iron is one serious contender when it comes to leading technology, performance and client satisfaction in the multi-million dollar styling tool industry.

GlamPalm is the signature brand of global market leader Unil Electronics, often referred to as the 'Mother Ship of all hair irons', and the company responsible for inventing the patented technology powering around 70% of the world's professional styling irons. It was also the original manufacturer of ghd irons from 2001 to 2008. Well known globally for its innovations, Unil originated many styling iron features such as the world's first built-in temperature sensor, 3D swivel pivot cord, free voltage, automatic shut-off system, tilting and cushion heat plate, ceramic heat plate and mineral infused ceramic plates. GlamPalm Australian and New Zealand managing director Koen Verelst is well versed in the benefits of the GlamPalm irons, having experienced firsthand the results of these technologically advanced tools, as well as clients' reactions, in the salon chain he and his wife owned in South Korea. "Our salons specialised in western hair to cater to the many English teachers that resided in Korea,"

Koen explains, "At the time we had already been using the GlamPalm technology and many of our customers were enquiring about the heat styler we used as they could see how great the results were." Upon moving back to Australia, Koen saw a great opportunity in the local marketplace for a professional iron that is manufactured using premium materials but is also gentle and doesn't damage the cuticle layer of the hair.

Australia's hair tool market is highly competitive... so what makes GlamPalm stand out from the crowd? According to Koen, the fact that this iron is compiled using superior quality materials is of utmost importance. For example, every iron is assembled with screws instead of pressings, which is vital for the tool's lifespan, and the sweat absorbing grip is also made with the highest quality resin, ideal for stylists who work with an iron for most of their day in the salon. On that note, all GlamPalm products are designed with industry professionals in mind – features such as 11 heat settings, lower temperatures to enhance coloured hair, 3D swivel pivot cord and a special ceramic coating with far-infrared rays and anions added prove that claim. The anions also help smooth the cuticle layer of the hair, minimising damage to the hair's keratin and producing smooth, shiny and healthy looking locks.

But what intrigues us most about the GlamPalm iron is its so-called 'Healing Stone technology™'. Healing Stone is a natural mineral found deep in the mountains of South Korea,

where GlamPalm owns a mine, and through a delicate process that takes weeks to procure, these minerals are infused into GlamPalm's special ceramic plates, resulting in a product that not only enhances hair colour, whether natural or treated, but also enables the device to function optimally at 200 degrees instead of 230 degrees, producing superior results and also banishing the need for a heat protector on the hair. This combined with the GlamPalm's unique tilting and cushioning heat plates ensures there are no uneven grabs of the hair, so for stylists it's snag-free styling as the iron slides easily through the hair and enables maximum creativity and gentle control.

"With this advanced technology, GlamPalm represents the perfect balance between world-class glamour and wellness," Koen adds. "Healing Stone Technology™ is one of nature's unique gifts. Its extraordinary healing qualities balance the natural state of the body, whilst cleansing, healing and protecting it from free radicals. For the first time hairdressers can experience the wellness benefits and positive energies of a precious mineral in the GlamPalm iron, which creates beautiful shine whilst simultaneously protecting and increasing the vitality and health of their clients' hair."

So there you have it, glamour in the palm of your hand!

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palm
HEALING STONE™