



CLINICAL

GlamPalm's latest hair straightener utilises a cold setting and unique new technology to revolutionise heat styling as we know it.

In sport, the term 'putting on a clinic' is colloquially used when a team excels, and that saying (and its meaning) can be fittingly connected to GlamPalm's latest endeavour.

The brand is introducing the new Clinic straightening tool, which utilises exclusive and modern technology to lessen hair damage, expand heat protection, eliminate frizz and shorten styling time. Most notably, a hero 'cold' setting will take the 'heat' out of 'heat styling', adapt technical styling technology to use with damp hair and leave you feeling like you have ice-wielding super powers.

"Years of research, effort and money have gone into this masterpiece," said Koen Verelst, Managing Director of GlamPalm Australia. "As an electrical company we not only look at the amazing results you can create with GlamPalm, but also at the hair products that work with it in combination. This is why we introduced our Nano-Vibrating Technology in combination with our Clinic mode."

That Nano-Vibrating Technology ensures heat is radiated inside the hair, rather than drying out its external structure, creating a healthier and shinier finish. The technology incorporates 8000 vibrations per minute with even heat distribution, allowing for quicker styling even at a lower heat, a healthier option for the hair. This technology is added to the brand's iconic Healing Stone Technology, which combine for strong results.

The straightener's new hero technology is the titular Clinic Mode, otherwise known as Low Temperature Treatment. The technology helps with the application of any treatment or leave-in conditioner to damp hair, guaranteeing a deeper and more intense application and precise, voluminous styling thereafter. The Clinic Mode operates at a cold setting (an automatic balanced 60 degrees Celsius) in order to work with damp hair and not damage the hair in any way.

The Clinic complements this new icy feature with a chic white design made with expert craftsmanship, ensuring it suits any salon or tool belt. With futuristic (and exclusive) technology, and ice cold powers now offered to the user, hairdressers can master styling across the heat spectrum, with styling time and hair health the ultimate benefactors.

The GlamPalm Clinic is available from mid-June, with pre-orders immediately available. **IN**

For more information visit glampalm.com.au or call 1300 652 797

