

Joh Bailey mistyle Makes Competitors Green (Blue, Pink, Purple and Orange) with Envy!



The success of the Joh Bailey Mistyle range has revolutionised the hair accessory market, with other 'Good Hair Day' brands racing to implement their own line of vibrant coloured straighteners, in a bid to compete and keep consumers happy.

This push to by the market to produce coloured straighteners, highlights Joh Bailey's superior vision and reaffirms the celebrity stylist as a true fashion and hair icon.

'With the mistyle range we wanted to be bold, daring and different. It is important to us to be fashion forward and to continually innovating our products. To me this is why mistyle has been such as success' says Joh Bailey

The mistyle range (Energetic Pink, Creative Purple, Dynamic Blue, Whimsical Green and Vivacious Orange) has energised a very boring styling tool market. Previously consumers were left with dull products that didn't inspire and didn't give many options. However now, with the help of Joh Bailey the industry is finally listening to its customers and introducing exciting products across the board.

'We are thrilled with the success of Mistyle - selling out of the Pink and Purple within two weeks of launch and selling extremely well since then' says Joh. 'We are glad our product inspires not only our customers but also our other high-end competitors.'

The Joh Bailey mistyle range is extremely accessible for all women, especially with the \$39.95 price point. In essence the range of Joh Bailey styling tools, are designed to inspire all women to want to look amazing every day. They have been created so that beautifully styled hair is easy and achievable in minutes. Plus with the mistyle funky designs there is on straightener for every individual personality to make customers feel like a new woman after every use.

To order or enquire about the mistyle straightener, call 1300 131 072 or log on to www.johbailey.com.au

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