



Media Alert
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JOH BAILEY'S MISTYLE SELLS OUT AS IT HITS SHELVES

Joh Bailey's vibrant and exciting range of mistyle straighteners has been swept off retail shelves by ecstatic Christmas shoppers. The extremely affordable and fashion-forward mistyle straighteners retail at just \$39.95 and have become the gift of choice for this holiday season. Prompted by the mistyle roller girl launch event on December 9th with an appearance by Joh Bailey and his four stunning mistyle roller girls in and around Martin Place.

"This latest line of straighteners is about making hair fun and fashion forward, without having to pay a high ticket price. It's about bringing the salon experience home and making it yours," says creator Joh Bailey.

The mistyle range comes in four bold and beautiful colours, including a passionate purple, sensational pink, vivacious orange and amazing green to suit every individual style.

Bringing top quality hairstyling tools to the masses, the mistyle range has all the features to make this the ultimate straightener.

- PTC Heating Element with self regulating fast heat up to 210° C.
- Ceramic coated floating plates provide even heat and pressure to protect hair without over drying.
- Ion technology that locks in moisture to leave a smooth, static free and shiny finish.
- Round Barrel Design -Making it easier to curl, flip and straighten to create any Salon look
- 360 Degree Swivel Cord -For easy to use handling and maximum reach.
- On/Off Switch with LED Indicator Light.
- Unique mistyle giftbox – heat resistant for storage of the straightener.

