



Media Release

1 December 2009

MISTYLE, YOUR STYLE, WE ALL STYLE.

Every woman and no doubt many men in Australia will soon want to get their hands on one of the sexiest hair straighteners around, created by our very own Hairstyling Icon – Joh Bailey.

Launching on today - December 1st, the Joh Bailey mistyle range of hair straighteners envelops the fun of fashion with their fabulously vibrant colours. The range utilises the best ion technology, and is a testament to Joh's dedication to quality hair styling. Wanting his range made available to everyone, the mistyle straighteners are incredibly affordable, retailing for only \$39.95.

“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 is available 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.

The Joh Bailey mistyle range will revolutionise the way we think about quality straighteners. Fun and affordable, these are the perfect gift and are so reasonably priced you can own more than one for home, office and handbag.

To support the launch of these amazing styling tools, Joh Bailey is offering a chance to 'Win the Ultimate Girls Weekend!' The prize includes flights for two to Sydney, two nights five star hotel accommodation and an exclusive VIP makeover with Joh Bailey and team of stylists for the winner and a friend. The competition closes on the 31st January 2010 at 12pm. Find out more at www.johbailey.net.au.

Joh Bailey opened his flagship salon in Double Bay in 1985 and has since established salons in Sydney's CBD and Bondi Junction. Joh and his team of highly trained stylists are frequently used by leading luxury fashion houses such as Chanel, Bvlgari, Giorgio Armani, Louis Vuitton and Gucci for their season launches and have had their work featured in the high profile pages of Harper's Bazaar, Vogue Australia, elle, and Marie Claire. Joh's celebrity clientele over the years includes supermodels Elle Macpherson, Linda Evangelista to performers Kylie, Olivia Newton John and Hollywood stars Eva Longoria, Kim & Chloe Kardshian and Paris Hilton.

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

For media enquiries please contact Alica Kroupa or Jaala Mills from Use My Mind PR on 02 8399 0411 or 0410 923 139 or 0403 334 112.