

For Immediate Release
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Celebrate the Holidays in Style

Goldwell Introduces *StyleSign Volume* for the Perfect Holiday Do!

(Santa Monica, CA) Holiday hair requires super long lasting hold, volume and lots of shine. Whether you are thinking about a sophisticated up-do or sexy, flowing locks, the right products can make all the difference.

GOLDWELL is proud to announce the launch of **StyleSign VOLUME** for extra body and long-lasting volume! **StyleSign VOLUME** was developed with stylists to beautify and protect your hair color while adding volume, hold and brilliant shine. The line features:

JELLY BOOST, a texturizing spray gel for instant body and texture. *Ideal for short hair styles and brushless blow-drying.*

LAGOOM JAM, an instant effect gel for superior volume and hold. *Great for blow-drying and styling.*

TOP WHIP, a strengthening volume mousse for ultra-strong hold. Allows for long-lasting volume and easy to blow-dry. *Great for up-dos.*

DOUBLE BOOST, a root lift spray for the ultimate volume boost. Makes hair feel thicker and stronger. *The perfect product for a sexy, voluminous blow-out.*

BIG FINISH, a volume hairspray that protects against high humidity. *The ideal finishing product for any hairstyle.*

All **StyleSign VOLUME** products contain UVA and UVB sun protection and feature the advanced FlexShine Protect technology, an innovative formula which gives hair a smooth, glossy look with a natural feel. And...all products provide overall color safeguard with the Triple Color Protection System and heat protection!

With conventional styling products the hair is coated with a rough film of styling polymers. The style holds, but the hair is dull with little shine. **GOLDWELL StyleSign VOLUME** products contain styling polymers that are enriched with bamboo protein and form an elastic film enhanced by an exclusive elastomer. The film also contains antioxidant vitamins BCE and moisturizers. The result is exceptionally smooth, shiny hair with a natural feel and flexible hold, allowing you to showcase your cut and color like never before. Additionally the overall color protection shields against moisture loss and harmful environmental influences.

GOLDWELL StyleSign products may be purchased in professional stores and salons throughout the country. For salon/store locator, www.goldwell-northamerica.com.

GOLDWELL has been working exclusively with professional hairdressers for more than half a century. Salons in over 40 countries worldwide are experiencing and benefiting from **GOLDWELL's** expertise and superior technology. **GOLDWELL** products are developed with the cutting edge of innovation allowing them to deliver optimum results with the best possible hair protection.

For samples, images or more information about GOLDWELL StyleSign, contact Jaime Alyn PR at 212-213-2003 or jaime@jaimealynpr.com.