

**For Immediate Release**  
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## **Exert the Ultimate Control over Frizzy and Unruly Hair** ***GOLDWELL Introduces StyleSign STRAIGHT!***

**(Santa Monica, CA)** Beautiful hair in the house; frizzy as soon as you step outside. Sound familiar? Particularly in the summer months when humidity is at its highest? Frizzy and unmanageable hair is a very common problem, yet not so easy to control.

**GOLDWELL** is proud to announce the launch of **StyleSign STRAIGHT** for straightening and control with thermal protection. **StyleSign STRAIGHT** was developed with stylists to beautify and protect your hair color while keeping locks silky smooth. The line features **HOT FORM**, Heat Styling Lotion for frizz control and lasting shape and smoothness, **FLAT MARVEL**, Straightening Balm for long-lasting straight locks and **SLEEK PERFECTION**, Thermal Spray Serum, an innovative waterless serum for less damage with heat styling.

All **StyleSign STRAIGHT** 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 STRAIGHT** 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](http://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](mailto:jaime@jaimealynpr.com).**