

**For Immediate Release**  
Contact: Jaime Weinberg  
Jaime Alyn PR  
Phone: 212-213-2003  
[jaime@jaimealynpr.com](mailto:jaime@jaimealynpr.com)

## **GOLDWELL StyleSign Texture for Fabulous Fall Hair**

**(Santa Monica, CA)** Straight, curly, textured; we saw it all at the fall runway shows. Now it's time to put those styles to the test. Whether it's an unstructured bob, loose curls, wispy tendrils or natural waves; texture is here to stay. And **GOLDWELL** has introduced **StyleSign Texture** to keep your look fabulous this fall.

**StyleSign Texture** products were developed with stylists to beautify and protect hair color while providing unlimited texture and styling. The line features **MELLOGOO**, Moldable Modeling Paste for sculpting unstructured natural looks, **UNLIMITOR**, Easy-to-use Spray Wax which combines the control of a wax with the simplicity of a spray and **SPRAYER**, a powerful Hair Lacquer to instantly provide ultra-strong hold.

All **StyleSign Texture** 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 and heat protection with the Triple Color Protection System!

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 Texture** products contain styling polymers that are enriched with bamboo protein and form an elastic film enhanced by a Kao exclusive elastomer. The film also contains antioxidant vitamins BCE and moisturizers. The result is exceptionally 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 Texture** 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 Texture, contact Jaime Alyn PR at 212-213-2003 or [jaime@jaimealynpr.com](mailto:jaime@jaimealynpr.com).**