

**For Immediate Release**  
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## **GOLDWELL Introduces New StyleSign Product Line!** *Proven to Enhance the Brilliance and Shine of Your Color*

(Santa Monica, CA) **GOLDWELL** is proud to announce that they will be launching their new **StyleSign** product line May 2011. **StyleSign** is a complete styling range developed with stylists to beautify and protect your hair color. **StyleSign** features the advanced FlexShine Protect technology, an innovative formula which gives hair a smooth, glossy look with a natural feel. And...all **StyleSign** 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. New **GOLDWELL StyleSign** products contain styling polymers that are enriched with bamboo protein and form an elastic film enhanced by an exclusive elastomer. The film also contains UV-A and UV-B filters, 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.

With a new ergonomic design, four unique segments have been created to allow you to achieve striking looks, luminous color and brilliant shine.

**VOLUME**: For extra body and long-lasting volume! Products include: **JELLY BOOST**, Texturizing Spray Gel, **TOP WHIP**, Strengthening Volume Mousse, **DOUBLE BOOST**, Root Lift Spray, **BIG FINISH**, Volume Hairspray that protects against high humidity and **LAGOOM JAM**, Instant Effect Gel for superior hold.

**GLOSS**: For maximum shine and color brilliance- perfect for *all* hair types! Products include: **DIAMOND GLOSS**, Micro-fine Shine Spray with anti-frizz effect and **MAGIC FINISH**, Brilliance Hairspray that's easy to brush and residue-free.

**STRAIGHT**: For straightening and control with thermal protection! Products include: **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.

**TEXTURE**: For unlimited structure and styling! Products include: **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**, Powerful Hair Lacquer to instantly provide ultra-strong hold.

**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 Paige Fadden at 443.577.5158 or [paige.fadden@kpss-hair.us](mailto:paige.fadden@kpss-hair.us).**