

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE:**

#### **TUFT Professional Styling Tools™**

**August 19, 2010**

**First Lady is proud to present our new lineup of Tuft Pro Styling Tools™**

### **TUFT line of professional hair styling tools, incorporating the latest technology for performance, durability, innovative design and functionality.**

Every year comes a new wave of creative and inventive hair trends and styles – and with that a whole new set of techniques and appliances that are specifically designed to achieve those results. First Lady has gone through great lengths to examine the needs of modern day professional stylists and the tools they use. We are pleased to announce that our new TUFT product line most definitely zeros in on the needs of today's busy professional hair stylists.

TUFT respects the importance of maintaining the condition of the hair. No matter how modern the style, the health of the hair is a key factor to keep it looking shiny, silky, glossy and lustrous. TUFT's advanced technology enhanced by infrared and negative ions deliver and maintain the health and look of the hair. This season's ultimate line up of Salon tools is TUFT technology.

First Lady specifically designed TUFT to provide stylists with a full range of styling tools under one quality brand. This includes high-end flat irons offering a selection of advanced plate finishes and sizes, 2 light-weight powerful dryers with latest DC motor technology for longer life, and 2 sizes of advanced Spin Curl – a totally new and innovation design of curling iron. These products have been developed to maintain the health of the hair, the key factor behind TUFT's development is based on the knowledge that moisture plays an essential role in keeping hair healthy and looking great. Tuft was also designed with the stylists in mind; ultra light, high performance, durable premium styling tools that are ergonomically designed and built "Tuft" for daily professional use.

Most importantly, First Lady has made sure that all TUFT Pro Styling Tools operate within precisely restricted temperature ranges. This is accomplished with multiple heat settings on the dryers, digital controls on the ceramic flat iron and spin curls and precise analog controls on the mirror titanium series of flat irons. Many brands are designed to entice users to use highest heat setting on their appliances when more often than not, it's just not required and is more damaging to the hair).

Our range of products allow for all the hair health-conscious beauty and fashion addicts who long for modern technology to give them maximum style. The TUFT line of pro-styling tools is the "go to" choice for tools of the year.

Visit our website at [www.tuft.ca](http://www.tuft.ca)

**Get TUFT with your hair.**

**About First Lady**

Canadian Based First Lady manufactures and distributes a wide variety of products that marry innovation, dependability and creative design. Our Vision is to be the customer's first and best choice in the products and services we provide. We strive to be a leader in the salon and beauty supply industry offering quality products, premier customer service and unparalleled support. Our success is built on a foundation of mutual values – relationships, reliability, and fiscal strength.

Visit our website at [www.firstladyproducts.com](http://www.firstladyproducts.com)