

Formawell Beauty X Kendall Jenner Hair Tools Launch in Australia Coming soon and exclusive to Priceline from 10 October 2019 Media Release - October 2019 For the first time ever, the #1 runway super model in the world is bringing fashion to beauty – it's a hair styling breakthrough! Formawell Beauty has collaborated with Kendall Jenner to create a new range of Salon-proven hair styling tools at an accessible price. The new range will launch in Australia on October 10th, exclusively at Priceline Pharmacy. The highly anticipated line, in elegant gloss white and rose gold has been inspired by Kendall's effortless runway style. Eliminating the elements of static and frizz leaving you with smoother, shinier hair, this range has been crafted to improve the manageability of your hair and build volume fit for opening the runway. "I work all over the world at fashion shoots and on runway shows, so I need to know that my hair looks its best and stays in great condition," states Kendall Jenner. "I trust the Formawell Beauty tools because they give me confidence every time I step out on to the runway or when I am having a night out with friends." Inspiring the next generation of hair styles, the new tools are the answer to recreating runway looks thanks to Ionic-Gold Fusion™ Technology. With high levels of negative ion and infrared energy that is emitted from the 24K Gold plates, the technology allows for quicker, longer-lasting styling. International Celebrity Hairstylist, Educator and Styling Expert NATALIE ANNE says, "I'm a sucker for sexy tools... but even more so, when there is no compromise on performance and quality! Kendall & Formawell have brought the best of their two worlds together for this incredible line of hair tools – BEAUTY meets GREAT TECH and I'm HERE FOR IT!" Presented in sleek, modern and premium luxe packaging, the Formawell Beauty X Kendall Jenner range includes: Formawell Beauty X Kendall Jenner One Inch Flat Iron | RRP \$119.99 Fast styles in a single pass! This flat iron smooths, straightens and perfectly curls hair for effortless looks. The ultra-fast heat up feature has constant temperature control and cushioned plates with rounder edges for easy styling. Digital LED screen with rotating heat selector to 230 degrees Celsius. Formawell Beauty X Kendall Jenner Dryer | RRP \$139.99 Super-fast drying for easy styling. This technology defrizzes and smooths hair, improving its manageability. With dual heat and airflow controls you can control the temperature at the touch of the cool shot button. Formawell Beauty X Kendall Jenner One Inch Curler | RRP \$99.99 Helping you create perfect curls for an effortless look the ultra-fast heat up technology is manageable with the constant temperature control. The super smooth Ionic-Gold Fusion styling barrel surface and rounded spring plate makes for easy control and styling. Digital LED screen with rotating heat selector to 220 degrees Celsius. Automatic 1 hour cut off safety feature. The new Formawell Beauty X Kendall Jenner range will be available exclusively in Priceline stores nationwide from 10 October 2019. About Formawell Beauty: Formawell Beauty is a division of the JH Group based out of Corona, California. The brand is made up of a variety of professional grade haircare tools at a consumer-based price point. Inspired by supermodel, Kendall Jenner, the Formawell Beauty X Kendall Jenner line reflects the beauty and effortlessness of the model on the runway. With over 25 years of experience in the beauty industry, Dr. Emil Hakim, founder and CEO of Formawell Beauty has, along with Ron Razeggi, immense experience working with top professional beauty brands, specializing in client business analysis, offering consulting services to multiple national and international companies, and leading companies to expand to international markets. Chemcorp International is the distribution company for the Australian market. For further information, images, product samples or interview requests, please contact: 360 PR - (02) 9571 4448

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