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Erin McNally
ShopPR
212.829.1111
erin@shop-pr.com

Suzanne Fanning
Director of Marketing Communications
Remington Products
608.275.4859
Suzanne.fanning@remingtonproducts.com

Remington Frizz Therapy Iron Wins *Allure* “Beauty Breakthrough” Award

Only Hair Tool to Win Coveted Title in 2010

October 14, 2010 – *Allure* announces the winners of their annual Best of Beauty “Beauty Breakthrough” Awards – the first-of-their-kind innovations in hair care, skincare and makeup. The Remington® Frizz Therapy Iron was one of the 150+ beauty products submitted for testing and review by the *Allure* editorial staff, and one of the 12 selected for this coveted award.

Featuring frizz-resistant technology, the Frizz Therapy Iron’s ceramic plates have special porous properties infused with a blend of frizz-resistant micro-conditioners that emit during styling. The flat iron protects hair from outdoor elements promising results that boast 65% less frizz compared to conventional straighteners. Tests confirm hair is protected from humidity up to 15 hours for an all-day smooth style.

“We are focused on finding innovative solutions for real hair styling problems. Our consumers said frizz was a huge issue for them, and we are proud that *Allure*’s experts verified the straightener’s amazing results,” says Christine Kuske Riese, Division VP, Marketing for Remington.

In initial evaluations of the products, the beauty editors at *Allure* asked the following questions: Is it solving a problem in a new way? Using more effective ingredients? The products that did moved through to the next round of research where cosmetic chemists analyzed and tested further by reviewing clinical data to quantify each product’s claims to distinguish the true innovators.*

“Testing confirms that Remington’s exclusive technology inhibits the ingress of atmospheric moisture into the hair in high humidity and results in smooth, frizz free, straight style over a 15 hour period,” said Global Senior Director of Remington Stylers, NPD.

According to cosmetic chemist Ni’Kita Wilson, “For the first time, women now have a flat iron that actually leaks heat-protective ingredients onto the hair...coating every strand the plates come into contact with during the straightening process.” And proving that the iron is not only innovative but also effective, she says it “protects hair and controls frizz.”*

The Remington Frizz Therapy Iron is part of the Remington “Style Therapy” line and is available at Target stores or online at Amazon.com. For more information visit www.remingtonproducts.com

About Remington

Remington® is “How the World Gets Ready.” The company is a global leader and innovator of affordable hair care, electric shavers, and body groomers, and is a subsidiary of Spectrum Brands, Inc. For more information about Remington, visit www.remingtonproducts.com or become a fan of Remington Hair Care & Grooming on Facebook.

About Spectrum Brands

Spectrum Brands is a global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, appliances, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting.

**Allure Magazine*, “The Big Breakthroughs”, October 2010