

## **FOR IMMEDIATE RELEASE**

Contact:

Erin McNally

ShopPR

212.829.1111 x192

Erin@shop-pr.com

### **Remington Frizz Therapy Iron Wins *Good Housekeeping***

#### **VIP. (Very Innovative Products) Award**

Only beauty product to win in the magazine's 2<sup>nd</sup> annual VIP. awards roundup

February 3, 2010- Of the 1,650 products evaluated this year at the Good Housekeeping Research Institute, only 10 were selected as winners of *Good Housekeeping's* Second Annual "Very Innovative Products" Awards— one of which was the Remington® Frizz Therapy Iron, the only winner in the beauty category. It was announced by *Good Housekeeping* in its February issue.

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 the outdoor elements and dramatically diminishes frizz (65% less than a traditional iron). In addition, hair firmly resists humidity all day (up to 15 hours) to maintain a silky smooth style. In evaluating the product, the scientists in the Beauty Lab at the Good Housekeeping Research Institute tested it on consumers and with laboratory equipment.

"The new Remington Frizz Therapy Iron was developed to solve one of the biggest hair problems – frizz," said Global Senior Director of Remington Stylers, NPD, Glenn Rhodes. "Remington is happy that Good Housekeeping's experts verified the straightener's amazing results."

Miriam Arond, the Director of the Good Housekeeping Research Institute said of the 2010 VIP Awards, "The VIP Award winners represent a wide variety of product categories that work well and stand out for the ingenious way they solve everyday problems." Arond went on to add, "We know our readers care about saving time, money, and hassle, and by offering good value and providing an easy way to reduce frizz and straighten hair, Remington's Frizz Therapy Iron is certainly a product we are proud to highlight for them."

The Remington Frizz Therapy Iron is part of the Remington "Style Therapy" line and was launched in October 2009. It is available at Target stores or online at Amazon.com. For more information visit [www.stylewithremington.com/shinetherapy/S9951.shtml](http://www.stylewithremington.com/shinetherapy/S9951.shtml).

#### **About Remington**

Remington® is a leading supplier of innovative and affordable hair care, electric shavers, and body groomers, and is a subsidiary of Spectrum Brands, Inc.

#### **About Spectrum Brands**

Spectrum Brands is a global consumer products company and a leading supplier of batteries, shaving and grooming products, personal care products, specialty pet supplies, lawn & garden and home pest control products, personal insect repellents and portable lighting. Helping to meet the needs of consumers worldwide, included in its portfolio of widely trusted brands are Rayovac(R), Remington(R), Varta(R), Tetra(R), Marineland(R), Nature's Miracle(R), Dingo(R), 8-In-1(R), Spectracide(R), Cutter(R), Repel(R), and HotShot(R). Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in more than 120 countries around the world. Headquartered in Atlanta, Georgia, Spectrum Brands generates annual revenue from continuing operations in excess of \$2 billion.