

SPRAY

TECHNOLOGY & MARKETING

SPRAYTECHNOLOGY.COM

SEPTEMBER 2009



p.12

Looking good



ThermoFuse's newest launch, **HeatSmart Serum**, is a lightweight, dry oil that can be used as a treatment, styling prep (to even the hair's porosity and make stylers perform better), stand alone styling product and finisher. Key benefits include instant absorption, hydration, frizz elimination and a smooth satiny finish. A blend of argan, acai and flaxseed certified organic oils, coupled with HeatSmart Complex, penetrates the hair to provide moisture. The product is fragranced with an exotic blend of blackberry, raspberry, vanilla, musk, green mandarin, apple, violet leaves, jasmine, rose petals, amber, musk and vanilla. Pfeiffer of America provided the pump, while the bottle comes from Dieter Bakic.