

## FOR IMMEDIATE RELEASE

### Aussie Hair Straighteners Get Red Hot Reviews

**Wamberal, NSW, 2<sup>nd</sup> October, 2007** - Australia's home grown "ThinkPink" Hair Straightener has received fantastic attention from home and salon users alike after it's inaugural product launch earlier this year and even attracted the attention of the US Media Hit – The Tonight Show with Jay Leno.

"We've got a great home grown product, and the sheer enthusiasm we are getting from our customers means that we're doing something right." Says Dalma, Founder of OzHead Australia. "Coming up to Christmas, we hope to have even more enthusiastic customers spreading the word." She said. "Hair Straighteners are a hot item on the Christmas list of thousands of Aussies, especially teenagers and although our stocks are high, we're expecting great demand in the run up to the holidays." She added

Among the volume of praise for OzHead's ThinkPink Hair Straightener are a few of the comments :-

Customer Tanya Simpson commented "The service, packaging and delivery was awesome. The product is up there with the best and it's Aussie so why wouldn't you buy it!! "

"Excellent quality with an excellent price and.... It's produced by an Aussie company! The standard of customer service I was given when I had queries was excellent also" remarked one happy customer.

And reviewer, Kerryn Celine from Sydney Australia, summed up ThinkPink Perfectly "There are so many different straighteners on the market, it's easy to get sidetracked by all the features." She Said. "Do I go ceramic or metal, wide or thin plates etc etc. All you want is for it to do the job and I'd say with no hesitation the ThinkPink does it for me!" She added "If you like the design (size/plates/heat etc) of the GHD, this one's for you...and it's cheaper! Don't pay for the big brand name, save yourself and ThinkPink!"

- End Release -

#### **About OzHead**

OzHead is the brainchild of 25 year old Central Coast mum of 3 who created ThinkPink in her spare time after teenage step daughter Georgia wanted a set of Pink Hair Straighteners, which were thought too expensive. 6 months later Georgia got her dream of her own hair straighteners ... literally.

Various Artwork is available for use at [www.ozhead.com.au/press.html](http://www.ozhead.com.au/press.html)

For press enquiries and access to evaluation pieces for publication testing, please contact :

Dalma Hutchinson

E-mail : [dalma@ozhead.com.au](mailto:dalma@ozhead.com.au)

Tel : (02) 4384 5451

Website : [www.ozhead.com.au](http://www.ozhead.com.au)

Media Distribution by OzMedia – [www.ozmedia.com.au](http://www.ozmedia.com.au)

