

ALTERNATING

FEATURED FHI HEAT STYLIST: RUTH RIVAS

CLARENCE



Step by Step: How to create beach waves for the red carpet

On July 11, stylists from **FHI Heat** created the red carpet hairstyles on stars Jamie-Lynn Sigler and Bonnie Somerville for the Intermix VH1 Rock Honors VIP Shopping Party to benefit the VH1 Save The Music Foundation. The red carpet soiree hosted by Intermix on Robertson Blvd. in Los Angeles counted Jamie-Lynn Sigler, Bonnie Somerville, Audrina Patridge, Lauren Conrad, Kim Kardashian, and Selena Gomez among its guests.

Ruth Rivas, stylist for **FHI Heat** created the soft, beach-wave look for Jamie-Lynn Sigler with these steps:

Step 1. Ruth first prepped Jamie-Lynn's hair with **FHI Heat Hot Sauce** while her hair was wet.

Step 2. She then blow-dried her hair, using **FHI Heat Nano Weight Pro 1900 Turbo** and a round brush. For extra volume, Ruth pinned up the hair immediately after drying and allowed it to cool with extra lift at the roots.

Step 3. Once cooled, Ruth pulled out the pins from her hair and loosened the wave.

Step 4. As the final touch, Ruth used **FHI Heat's 1 1/4" Curling Iron** with a touch more **Hot Sauce** run through the ends of Jamie's hair. The result: Soft and wavy, beach-inspired hair - made effortless by **FHI Heat**.



Jamie-Lynn Sigler styled by FHI Heat

EDUCATED STYLE

FHI HEAT WELCOMES MARY WILSON

In our commitment to advanced career training, **FHI Heat** brings on board **Mary Wilson** to head in-salon education efforts for the brand. With over 20 years in the hair industry, Mary will help build **FHI Heat's** education program, which will include product and technical training, presentation skills as well as brand marketing to future educators representing **FHI Heat**.



Mary Wilson



FHI Heat Educators Eric Howard and Natasha Reid

If you are interested in joining **FHI Heat** as an educator, the next training opportunity will be held in **Cleveland, OH, Nov 1-2, 2008**. For information on how to join or to learn more about the program, please contact **Heather Neuman, National Education Manager** at heather.neuman@fhiheat.com or call **877-FHI-Heat**.

WHAT'S NEXT

Debuting in October in support of Breast Cancer Awareness month, **FHI Heat** will offer the **Technique G2** styling iron with free accessories in an all-in-one Glamour pack, with proceeds donated to PinkLink, an online support organization for breast cancer survivors. Visit your nearest TRADE SECRET to pick up a custom **FHI Heat** glamour pack today.



FHI HEAT™

Another Day. Another Sensation.

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POWER

MORE BREAKTHROUGHS

HOT SPOTS

MORE ACCOLADES

CONNECTIONS

FIERCE FOLLICLES

ALTERNATING

CLARENCE

BACKSTAGE PASS

FASHION ROCKS

HIT WIRED

VOL.03.2008

BY

FHI HEAT™

WIRED



MESSAGE FROM THE PRESIDENT

After a sizzling summer of product developments and dazzling trade show touring, we're setting our sights on new objectives for the remainder of 2008, and the new year ahead.

"Hollywood, Music and Fashion", the iconic style environments which shape our brand's marketing message, are proving to be industries where our advanced technology blazes brighter than all the rest. **FHI Heat** is right at the forefront of style-setting, with everyone from hip-hop artists to Hollywood's A-Listers.

In addition to our exciting awards, we're also thrilled to announce the latest product breakthrough with the launch of our sleek new **Nano Salon Pro 2100 Turbo** blow dryer. Stand by for more technology news, including advancements in heater construction which will deliver effortless styling power with the most incredible heat-up speed.

We're delighted to be the recipient of many prestigious accolades this year. Our **Runway** styling iron was selected as the Best Beauty Buy for favorite flat iron by *InStyle* magazine, Best Flat Iron winner by *Allure* magazine, and our **Platform Special Edition** iron was voted "Reader's Choice" by *Glam.com* and received the Professional Stylist Choice award from *American Salon* magazine.

As always, thank you for your loyalty and support. We look forward to serving your needs as the Fall fashion season revs into high gear.

Yours Truly,
David Kim
President, FHI Heat



POWER

PRODUCT BREAKTHROUGHS NANO SALON PRO 2100 TURBO

It's light in the hand, but it's a heavy-hitter when it comes to coiffing power. **FHI Heat's** new **Nano Salon Pro 2100 Turbo** blow dryer delivers an incredible 15 m/s airflow in a sleek, sophisticated package. This high-tech high styler takes hair from sopping wet to the perfect blow-out in record time. This means that clients are in and out faster, allowing you to book more appointments per day, for greater profitability. And shorter drying-time is in line with **FHI Heat's** commitment to environmentally-friendly beauty practices, utilizing less electricity for greater style!

KEY BENEFITS:

- Incredibly powerful 15 m/s airflow
- Separate heat and fan speed settings for total styling control
- Tourmaline technology produces up to 20 times more moisture-locking ions than competitors
- Cool Shot button to set the style in place
- Proprietary Nano-Fuzeion™ Technology produces unmatched conditioning and shine
- Low Electromagnetic Field (EMF)
- Diffuser and Concentrator included
- Available in Black and Pink



BACKSTAGEPASS



Backstage at GenArt's Fresh Faces of Fashion event where **FHI Heat** styling tools created the runway looks for the next generation of designers such as Ideen, CHREE, SARIAH and Hyden Yoo.



For the second year, **FHI Heat** joins Mac Cosmetics at Mercedes Benz Fashionweek in NY to give American Express cardholders VIP hair makeovers for the day.

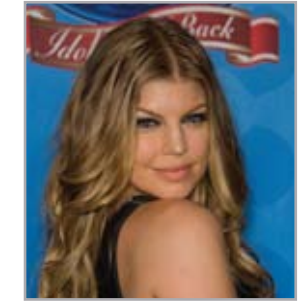
CONNECTIONS

KEEPING FOLLICLES FIERCE WITH **FHI HEAT**



Celebrity Stylist Patricia Morales

She's known for her provocative lyrics and her unique urban style, but red carpet commentators linger longest on her sexy hair. Los Angeles based **Patricia Morales** has been styling Fergie's voluptuous mane since early 2008 with **FHI Heat** blow dryers and irons. Morales reports that the Black Eyed Peas front-femme always travels with her own set of three must-have **FHI Heat** styling tools—the pink **FHI Heat 2000** dryer, **1"** and **1 1/2" FHI Heat** curling irons – "...in case she has to do her own hair on the road."



Fergie at "American Idol Gives Back"

FHI SPOTS

EXCITEMENT ABOUT OUR TOOLS

As reinforcement from both consumers and the professional stylist community, **FHI Heat's Platform Special Edition** styling iron wins the Professional Choice award for "Favorite Flat Iron" by *American Salon* magazine and is also announced as the People's Choice winner for "Best Styling Iron" by *Glam.com*, capturing more than 17,000 votes!



PLATFORM SPECIAL EDITION



PSE FASHION ROCKS PROMO

Platform Special Edition is currently featured at Conde Nast's Fashion Rocks website with a special offer available now until February 2009. Visit www.shoprockandroll.com, SHOP THE HOTTEST TRENDS and click on VIEW/ALL PRODUCTS. Enter code "TRAVERSE" at check out and receive a **FREE GIFT** and **FREE SHIPPING** when you buy a **FHI HEAT PSE!**

RUNWAY

FHI Heat's flagship **Runway** styling iron was recognized by *InStyle* magazine with a Best Beauty Buy Award and was recently selected "Best Flat Iron" by *Allure* magazine.



David Kim, President of FHI Heat, at ALLURE Awards ceremony holding winning RUNWAY iron

PRAISE FROM THE PROFESSIONALS

"I really like the **FHI Heat Platform SE** styling iron. I just love the snag free smoothness of the **PSE**. Plus the 450° degree temperature helps flatten out the cuticle, and you don't have to pass over the hair more than once."

- **Patrick Melville, Celebrity Stylist**



TV reality star, Jo DeLa Rosa styled by Patrick Melville