

(NEW PRODUCT INFORMATION)

**fashion
idol** *by Sleek*

Take your inspiration from the runway and become the **fashion idol** you want to be. I'm a **fashion idol**...are you?

New from **Sleek** is **fashion idol**; a range of 100% human hair extensions with performance enhancing **Vibronic**®, designed specifically for those dedicated followers of fashion who love style.

Sleek's fashion idol provides the most eager fashionistas with products that will help them recreate the latest celebrity or catwalk inspired looks. Dedicated followers of fashion can ditch last season's hair style, in exchange for the hottest new bob, colour or curl as **fashion idol** gives you gorgeous hair in the latest colours and styles.

Influenced by styles on the catwalk, music video's or your favourite celebrities whatever your inspiration **Sleek's fashion idol** is an affordable way of looking like an A-list diva. Major trends come and go and **fashion idol** will allow you to change your style so you will have no qualms about flaunting your new über sexy look.

What is Vibronic ®?

Vibronic® is a revolutionary formula developed by **Sleek** to improve elasticity, stylability and curl retention. **Vibronic**® has been developed by professional hair technologists to complement the strengths of human hair, making it stronger and longer lasting while reducing shedding and breaking. Most importantly styles can be retained for longer.

fashion idol offers *style with performance* with these fabulous benefits:

- Stronger, longer lasting hair
- Heat-stylable up to 200 c
- Curls bounce back after washing
- Less shedding and tangle free

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fashion idol is available in 8 different styles with lengths starting at 8 inch in a wide choice of colour options.

Never afraid to shun the limelight, **fashion idol's** are trend setters, stylishly creative and are eager to turn heads; these new hair weft hair extensions will allow you to be...a **fashion idol!**

For your nearest stockists contact: 0845 055 6383

Ends

**For further press information please contact the press office on:
020 8988 3581 or email traci.w@sleek.co.uk**

Notes to editors:

- Sleek's **fashion idol** is a range of hair extensions on a weft.
- Sleek's **fashion idol** contains **Vibronic** a revolutionary formula developed by Sleek to make hair more durable and last longer.
- **fashion idol** is available in 8 different style ranges.
- Sleek's range of products include 100% human hair and synthetic hair weaves, braids, wigs and accessories.