

Style Icon

Style Icons are timeless in their appeal; they set the trend and are adored by others. They capture a moment and exude an air of confidence that make their style simply desirable.

Sleek's Style Icon is a range of 100% Remy Hair that is the epitome of fashion, quality and luxury! The choice of professionals the Style Icon range is nothing short of perfection.

Excellence

Only the healthiest of human hair is selected and hand stitched to a superfine and incredibly strong weft. During this process, all **cuticles** are **carefully aligned** in the same direction in which your hair would grow; from root to tip. This means Sleek's Style Icon range retains the hair's original functions.

Performance

Due the cuticle alignment Style Icon is less likely to tangle, exceptionally long lasting, easily maintained and keeps its vitality. Furthermore, because the hairs protein layer is still in place, the hair can be beautifully coloured by dying* (except colour Style Icon colour 1). Cuticle retention also leaves the hair with a high lustre and sheen.

Nothing more luxurious can be adorned, worn by stars the best hair for te best will Worn by stars and those that adore quality Style Icon makes you become the epitome of beauty.

Embodiment of elegance and beauty....hair at its finest.

Put together using a strict criteria.

Why is it so different to regular Human Hair?

Regular Human hair has undergone harsh chemical treatments to strip the hair of any pre-colouring that has been carried out by the hair's original donor. Remy hair is good quality hair that has not been previously coloured. Specialist care has been taken throughout the preparation process not to use products that strip the hair strand of its the cuticle.

What does “cuticle retention” mean?

Each individual strand is composed of three distinct layers which have different functions. The **cuticle**, or the outermost layer of the hair is a hard, shingle-like protein layer. It acts as a protective barrier for the softer inner structure of the hair. The cuticle is the first line of **defence** against all forms of **damage**.

When the cuticle is damaged, the hair appears dull, tangles easily, and has a rough texture. The more dehydrated and heat damaged the hair cuticle, the duller and frizzier the hair looks. Hair with cuticle damage will wet easily as it absorbs liquids very fast. Humidity and moisture causes the hair to frizz.

Sleek's Remy (Virgin) Hair

Only the **healthiest** of hair is **hand selected** to be stitched unto a **superfine** yet incredibly strong weft. During this process, all **cuticles** are **carefully aligned** in the same direction in which the hair would grow from root to tip. This means Sleek's Style Icon Remy hair retains the hair's original functions and **outperforms regular human hair**. It is less likely to tangle, exceptionally long lasting, easily maintained and keeps its vitality. Furthermore, because the hairs protein layer is still in place, the hair can be beautifully coloured by dying* (except colour Style Icon colour 1). Cuticle retention also helps the hair to **reflect light**, which is why Sleek's Style Icon Remy hair has high lustre and sheen.

Celebrity Hairdresser Errol Douglas MBE

“Style Icon is for lovers of quality and luxury. I recommend Style Icon to my clients. Its divine range of colours, lengths and textures gives me numerous styling options to express my creativity.”

**For further press information please contact the press office on:
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