



# A TOOLBOX TREASURE THAT LETS YOU HAVE IT ALL

LET YOUR VERSATILITY SHINE WITH THE BRAND-NEW  
**VERSA STYLE** by Rowenta Beauty

**Variety** is the spice of life, particularly when it comes to hair styling. Beautiful locks always turn heads, whether they're straightened, curled, waved, or done up. Creating an array of looks, however, can be a time consuming challenge, even for the most apt beauty maven. With a cluttered toolbox and only 10 minutes to spare, styling a refined 'do can seem downright daunting.

Enter the **VERSA STYLE**, a chic lifesaver with outstanding manpower. This revolutionary 'all in one' tool does the work of multiple appliances combined, creating an endless array of looks in a flash. Bouncy curls, loose waves, smooth strands, soft flips...the possibilities are so *versatile*.

Thanks to its patented Pro Curling System with lateral edges, the **VERSA STYLE** produces va-voom root lift that leaves hair voluminous and full. And styling products? No Need. Long lasting curls are seamlessly achieved with an easy 'ribbon-like' technique, and the tool's Ceramic Titanium Tourmaline Floating Plates leave locks smooth and frizz free.

With the ability to create so many looks in so little time, the **VERSA STYLE** may be your toolbox's most valuable treasure...

## ABOUT ROWENTA BEAUTY CANADA:

The **VERSA STYLE** is Rowenta Beauty's latest addition to its line of indispensable styling tools. A trademark of European conglomerate Groupe Seb, the brand came to North America in 2009 and has since made waves as the Official Hair Tool Sponsor of Canada's major Fashion Weeks. Equally adored in salons and at home, Rowenta Beauty is the hair tool brand of choice for locks that warrants star treatment.

\*AVAILABLE EXCLUSIVELY IN SALONS

[www.RowentaBeauty.ca](http://www.RowentaBeauty.ca)  
[www.Facebook.com/RowentaBeautyCanada](http://www.Facebook.com/RowentaBeautyCanada)

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