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## **SHE Hair Extensions by SO.CAP. USA Introduces *Infrared Flat Irons***

**Mahopac Falls, NY** SHE Hair Extensions by SO.CAP. USA is proud to introduce two new infrared straightening irons; Pearl and Glam. Using state-of-the-art research and technology, these professional irons are designed to straighten, curl, dry and even repair damaged hair. SHE flat irons protect against high temperatures while also allowing the hairstylist to ensure consistent quality and results.

These new and unique irons repair extremely damaged hair using its infrared technology. The infrared rays extend delicately on the cuticle and external cape of the hair. This allows reconstruction of damaged hair while also increasing and improving the haircolor of the hair, without the use of antioxidants. Benefits of these new flat irons include the repair of damaged hair, prevention of damage caused by humidity and dandruff, stimulation of new hair growth and elimination of bacteria as well as increasing the shine and softness of the hair.

The Pearl flat iron has 2 cm plates. The Glam flat iron has 3.5 cm plates, while both have suspension and rounded edges to allow for the straightening or curling of hair. The innovative ergonomic design and ultra lightweight construction of both irons minimize the risk of injury, specifically carpal tunnel syndrome. The latest in SHE technology provides the combination of titanium, silver, ceramic and tourmaline in both of these irons. These 300 watt irons maintain a constant temperature without swing, allowing for a very uniform finish. These new flat irons also eliminate static and remove negative tones from hair. The fast heating is controlled by a digital screen with temperatures ranging from 140 to 230 degrees. These irons can be used on damp hair and they preserve the humidity and moisture in the hair, leaving it silky smooth and shiny for days. The automatic power shuts the irons off after 40 minutes of inactivity.

SHE Hair Extensions by SO.CAP. USA also now offers a Thermal Hair Protection Spray. Its light texture does not weigh down hair and is recommended for use with their newest flat irons. This revolutionary new hair design product maintains straight hair even in humidity, while providing long lasting hydration to the hair.

SHE Hair Extensions by SO.CAP. USA has been featured on Bravo TV's *Shear Genius* over the past two seasons as well as in many national consumer and professional trade publications. For more information about SHE Hair Extensions or to register for a SHE Hair Extensions by SO.CAP. USA certification class with a regional office near you, call 877-855-4247 or 914-423-6545. Visit them on the web at [www.socapusa.com](http://www.socapusa.com) or email them at [Info@SOCAPUSA.com](mailto:Info@SOCAPUSA.com). SO.CAP. USA® Hair Extensions is headquartered at 175 Myrtle Avenue, Mahopac Falls, NY.

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**Photographs, Customized Feature Stories & Interviews Are Available Upon Request**



 **The Real SO.CAP.®** : Look for the  logo to ensure that you are receiving genuine SO.CAP.USA™ Hair Extensions. Beware of competitors who use SO.CAP.® in their name. **There is only one real SO.CAP. USA™**