



## HOTHAIR turns 15: Launches in Boots

Hothair celebrates turning 15 this October & the launch of selected styles in Boots.

Hothair, one of the nations leading hair extension & hairpiece brands opened in Selfridges London 15 years ago on the 31st October 1998.

Since then hairstyles have evolved, fashions have come and gone, but one thing remains. Women love changing their hair.

Hothair has had a complete rejuvenation over the past year, with gorgeous new packaging, a new look stand in Selfridges London and the launch of a whole collection of fashion forward new styles.



At Hothair you can find fast & fabulous hairpieces, easy to use clip in extensions in both human hair & synthetic, and a wonderful array of wigs for every occasion, including the new wig collection from JOAN COLLINS: DYNASTY



HOTHAIR is also pleased to announce the launch of 3 new styles launching in selected BOOTS across the nation this October, bringing fast yet fabulous hair to a wider audience.

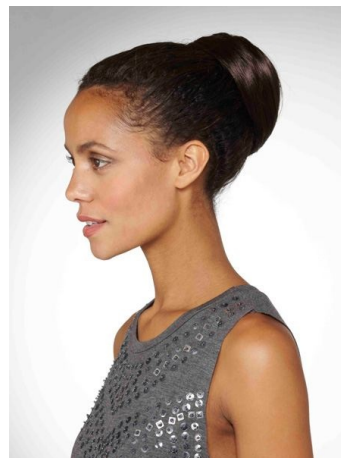
These 3 styles have been carefully chosen to be quick & easy to use, creating instant updos with the minimum of fuss. All three styles available at Boots come in 4 natural, tonal shades making them easy to colour match for most women.



CHARMING WRAP



EFFORTLESS WRAP



SWIRLED BUN

For Samples, Imagery and queries please contact:

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