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Press Release – August 2018

Rose Gold Fever!

Without a doubt, Rose Gold is having a fashion moment and the trend is set to continue with the launch of two beautiful new Tangle Teezer Compact Styler designs!

Tangle Teezer is the world's best selling detangling hairbrush, with now over 40 million brushes sold worldwide, and stockists including top high street, tax free and inflight retailers.

The innovative beauty tool works like no other to detangle hair painlessly and easily. The secret lies in the teeth, which flex through hair to gently loosen tangles with no tugging or pulling, leaving hair super shiny and smooth.

The luxurious Rose Gold/Ivory design has been immediately listed for the festive season by key UK airlines including easyJet and Thomas Cook and will also launch in Dufry UK stores along with the Rose Gold/Black design in the coming months.

These new fashion-led concepts are the most successful Tangle Teezer Compact Stylers ever launched in store and online, with Rose Gold/Ivory reaching the coveted "most liked" spot on Instagram and other social media platforms. The story continues with more exciting collaborations in 2019 which will be presented by TRS at the TFWA event in Cannes.

In addition, Travel Retail Solutions will also be showcasing the award winning and highly acclaimed multipurpose balm brand, Dr.PAWPAW alongside the fastest growing product line in the TRS portfolio, Sonic Chic Electric Travel Toothbrushes.

Sonic Chic offers two price levels with two ranges:

- **URBAN:** a compact, battery powered toothbrush, which comes ready to use along with a spare replacement brush head. With a hygienic cap (no more finding your toothbrush against the sole of your shoe in your suitcase!) and brushing speed of 22,000 strokes per minute, this is the perfect travelling companion! Six designs to choose from.
- **DELUXE:** this sleek sonic powered toothbrush is dual speed, has a quadrant timer and is rechargeable via a USB cable (included). With a speed of up to 32,000 strokes per minute, this toothbrush cleans deeper than a regular toothbrush head by penetrating the hard-to-reach areas. Metallic Silver, Ruby Red and Rose Gold colours available.

TRS strives to provide the Travel Retail industry with innovative concepts, new ideas and a refreshing approach to sales. This ethos continues to strengthen thanks to new and existing customers and the TRS team's dedication to Travel Retail needs.

For more information, please contact the TRS team or visit the TRS website:

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Exhibiting at TFWA Cannes: Red Village, Stand H6

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