

The Magazine for the Hairdressing Professional

# INSTYLE

January/February 2020

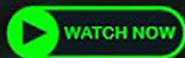
**2020**  
EDU  
BONUS EDUCATION  
MAGAZINE

TECH  
**TALK**  
A DECADE  
OF INNOVATION

**GO BEYOND**

*Just one look*

SOFT TEXTURES | FUTURE GLAM | BOLD SPORT



**GOLDWELL.**



# GRAPHITE POWER

**BABYLISPRO HAVE HARNESSSED THE IMPACT OF NATURAL METALS AND ALL THE POWERS THEY WIELD. WELCOME BABYLISPRO GXT GRAPHITE TITANIUM AND ITS GXT SYNERGY PERFORMANCE, BUILT FROM THESE SOPHISTICATED ELEMENTS FOR SUPERIOR RESULTS.**

**D**eepest down in the BaBylissPRO Technology Testing Lab it was discovered that graphite and titanium could create electricals with a smoothness and performance which was previously unknown to humans. With one titanium plate and one graphite plate, an exceptionally fast and powerful straightener was invented, offering a point of difference to older ceramic designs. These tools synergise multiple technologies featuring the unique properties of graphite and titanium.

BaBylissPRO call this GXT Synergy Performance which is to celebrate the unique combination of titanium and graphite.

Dateline Imports will be distributing this new range which includes a regular straightener with 25mm plates, a wider version with 32mm plates and 19mm, 25mm and 32mm curling irons. Further innovative tools will be added to the range throughout 2020.

Graphite is formed in the earth's crust under extreme heat and pressure. It's a naturally occurring form of crystalline carbon which is highly heat conductive, remarkably smooth and extremely durable. Polished to incredible smoothness, graphite provides an unprecedented ultra-glide surface to reinvent straightening technology in a new and innovative fashion worthy of 2020.

More specifically, the power of the materials used and the design allows for accelerated heat transference and stable temperatures



for smooth and efficient styling results. Titanium has always been admired for the smooth plates it creates. Graphite takes this to a whole new level.

The straighteners come with other technology such as an ion generator to reduce frizz and increase shine, ceramic heaters and a memory function. These tools also feature universal voltage, a cool tip and a built-in stand for maximum efficiency.

The curling irons are also very unique as they are fitted with ionic generators, a pioneering element in the industry.

BaBylissPRO GXT Graphite Titanium creates a synergy of performance producing power and advanced technical features. Don't go through 2020 without it. **IN**

**For more information visit [www.datelinecity.com](http://www.datelinecity.com)**