



The Power of Style Perfection: Introducing Remington® T|Studio™ Thermaluxe™

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Hot Tools for Today's Woman: Breakthrough Collection Revolutionizes Heat Technology For 24-Hour Hair Perfection

MIDDLETON, Wis., July 25, 2016 /PRNewswire/ -- Get RemingtonReady..Set..Go. Remington®, a trusted global leader and innovator in affordable hair care, has launched a collection of hair tools designed to create hairstyles that keep up with fast-paced women who are on the go 24/7. Transforming the hair tool category, T |Studio™ Thermaluxe™ features proprietary thermal technology that gives women the power to lock in their hair styles from root to tip all day long. Remington developed the collection over 27 months and conducted more than 1200 hours of consumer research—resulting in six superior styling tools that provide 24 hour style perfection.

Extensive consumer research showed a consistent need for even heat performance, to avoid damage and styling frustration.¹ That insight inspired the development of the T |Studio™ Thermaluxe™ curling wands, straightening irons, setters and blow dryer, all of which feature advanced heating systems that emit optimal heat levels—unique to each tool—to quickly and safely style hair.



"This is how the next generation gets ready," said Daniel Provolo, Vice President of Marketing at Spectrum Brands. "It's our highest-tech innovation to date and we developed the product because research shows that women are frustrated by a hairstyle that doesn't keep up with their busy lifestyle.¹ The Thermaluxe™ collection helps women create styles that are proven to withstand life's moments – there are enough things to focus on during the day, great hair should not be one of them."

The highlight of the T|Studio™ Thermaluxe™ Wands is a gradient system that concentrates heat at the root, where hair needs it most, while the T|Studio™ Thermaluxe™ Straighteners deliver consistent heat across the plates, unlike traditional irons which fluctuate in temperature and can drop up to 20 degrees when opened.²

"Consumers often struggle to replicate the longevity of salon styles at-home," said Richard Marin, Remington Celebrity Hairstylist. "This new collection changes that—these tools make it so easy for women to achieve a desired style that has maximum staying power. The heat technology utilized is completely unique to the market."

Remington® T|Studio™ Thermaluxe™ Pro Series Collection is available exclusively on [Amazon.com](https://www.amazon.com) in July and will be rolling out to additional fine retailers beginning in August.

About the Remington® Brand

Remington® is "How the World Gets Ready™" The Remington® brand is a global leader and innovator of affordable hair care, electric shavers, and body groomers. For more information about Remington products, visit www.remingtonproducts.com or follow RemingtonReady on Facebook, Twitter and Instagram.

About Spectrum Brands Holdings, Inc.

Spectrum Brands Holdings, a member of the Russell 2000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents, and auto care products. Helping to meet the needs of consumers worldwide, our Company offers a broad portfolio of market-leading, well-known and widely trusted brands including Rayovac®, VARTA®, Kwikset®, Weiser®, Baldwin®, National Hardware®, Pfister®, Remington®, George Foreman®, Russell Hobbs®, Black+ Decker™, Tetra®, Marineland®, Nature's Miracle®, Dingo®, 8-in-1®, FURminator®, Digest-eeze™, Healthy-Hide®, Littermaid®, Spectracide®, Cutter®, Repel®, Hot Shot®, Black Flag®, Liquid Fence®, Armor All®, STP® and A/C PRO®. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in approximately 160 countries. Based in Middleton, Wisconsin, Spectrum Brands Holdings generated net sales of approximately \$4.69 billion in fiscal 2015. For more information, visit www.spectrumbrands.com.

¹Consumer study conducted August, 2015 in Madison, WI.

²Such as a standard Remington straightener.

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