



electric
HAIRDRESSING
LONDON

PROFESSIONAL
HAIR CARE

ELECTRIC BRAND

Electric is one of the UK's most exciting and rapidly expanding hairdressing brands. Merging clear vision and raw passion whilst nurturing contagious creativity.

With successful hairdressing salons already established in Brighton, Oxford, Reading and London as well as an Electric Studio and Electric Education Academy the brand has recently launched the much-anticipated Electric Hair Care range.



MARK WOOLLEY

Mark Woolley is an award winning Hair Stylist, Creative Director and Entrepreneur behind the exclusive Electric brand.

Having had his creativity and acumen recognised for over 20 years, Electric's founder and International Creative Director currently holds the prestigious title of British Hairdressing Business Award's 'Business Director of the Year 2010' and Hair magazine's 'Salon Stylist of the Year'. He has also had multiple wins at The Creative Head Most Wanted Awards and previous British Hairdressing Business Awards which has elevated him into the hairdressing elite.

As a well-respected figure within the industry, Mark is the Global Brand Ambassador for iconic brush manufacturer Denman International, a member of L'Oreal Portfolio of Artistic Hairdressers and is active within the Fellowship for British Hairdressing.

Mark's work regularly appears in leading publications across the globe and he is frequently used as an expert on celebrity hair trends on TV, in top national glossy magazines and newspapers.

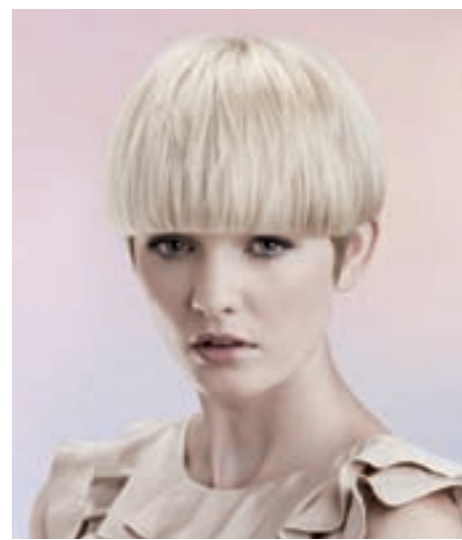




THE SALONS

Electric Hairdressing offers technical expertise in beautiful salons located in striking buildings in the heart of Brighton, Oxford, Reading and London where every client who walks through the door is made to feel special, appreciated, understood and totally cared for. Each client is met by an expert who is fully trained to cut and colour hair and ensures their salon journey is seamless and bespoke. Mark Woolley (Founder and Creative Director) has been training his team to this effect for over 10 years.





COLLECTION



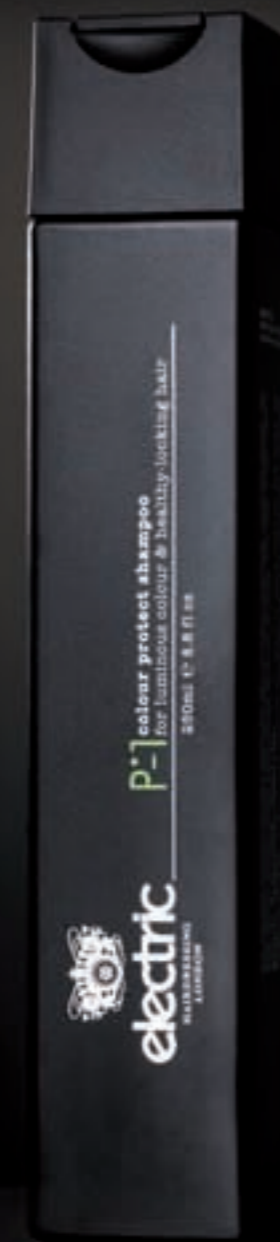
PRODUCTS

Drawing on two decades of experience in the industry and years of intense research and development, Electric are very proud to launch the Electric Hair Care range. Each product has been carefully and expertly formulated to offer guaranteed results on photo shoots and the catwalk by award winning hairdresser Mark Woolley and the Electric Art Team. This luxurious British salon professional range offers a sensory experience combining stylish packaging and exquisite, delicate fragrance with real results.

Electric. Professional. Expert care.

The Electric Hair Care range includes...

- Hydrate Shampoo 250ml (£17.50)
- Hydrate Conditioner 250ml (£18.50)
- Colour Protect Shampoo 250ml (£17.50)
- Colour Protect Conditioner 250ml (£18.50)
- Smoothing Cream 100ml (£17.00)
- Serum 50ml (£17.00)
- Shaping Paste 50ml (£14.50)
- Intense Nourishing Treatment Mask 150ml (£23.50)



CONTACT

For further information on Electric Hair Care go to electric-hair.com

For all press and sales enquiries please contact Electric Head Office
on 00 44 (0) 1273 748486.