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IMMEDIATE RELEASE

## A HEAD ABOVE THE REST

The Australian product 'HeadBed' is cutting into the global hair dressing market. Revolutionizing wash basin treatments, the medically endorsed product is an ergonomically designed head and neck support cushion.

Yes, we can say ***Glamour just got comfortable, Seriously.*** Enhancing the overall salon experience the HeadBed has been custom made to support a client's head at its heaviest point, relieving any unnecessary pressure on the neck and allowing the neck muscles to completely relax whilst at the wash basin.

Inventor Catherine Randabel, a qualified naturopath, states that the number one cause of salon client complaints derive from discomfort at the salon sink. "Hairdressing clientele no longer need to have their favorite component of the salon experience tainted by uncomfortable basins".

"Following constant complaints from clients about neck pain and even injury post salon treatments, I found an emerging need to tackle the recurrent issue at the source."

"I have developed a product that not only solves the pain and discomfort felt at the salon sink but actually improves one of the most integral parts of the experience. And HeadBed is doing it on a world wide scale. It makes sense, if it's occurring at our local salons in Perth why not USA, London and Germany, so we tested international markets and it is really starting to take off".

"The salon sink design has not changed in decades whereas product development in shampoos and conditioners has continually evolved. It was time to take a look at the actual service hairdressers were providing and see how we could improve on it. From everything we are hearing HeadBed is doing just that and I couldn't be more excited. The HeadBed is one of the most significant advancements in customer comfort for decades."

It's not just clients who have fallen in love with the new HeadBed but hairdressers alike. Hairdressers are beginning to report nearly zero customer complaints on the issue of discomfort at the salon sink, with HeadBed also eliminating water leakage, keeping customers dry and comfortable.

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