

White Hot show you how to get flat to fab party hair in five seconds

Submitted by: True Story (Jupiter Design)

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The party season is upon us and hair care brand, White Hot, have just the trick to take you from office to party, in just five seconds, with the White Hot Shooshing Crème.

White Hot (<http://www.whitehothair.co.uk/>) is a hair care range created especially with grey and white hair in mind, and has created a product to transform your short crop from its normal day look, to a razor sharp evening quiff. Follow the three simple steps:*

1. Take a pot of White Hot Shooshing Crème, created especially for grey and white hair.
2. Put a pea-sized amount in your palm and rub to warm it.
3. Run your fingers up through your hair for a sculpted quiff, or rub and tease as desired for more of a messy, tousled effect.

White Hot Shooshing Crème (<http://www.whitehothair.co.uk/shooshing-creme.aspx>) gives white and grey hair weightless volume, texture, definition and oomph in a flash. With luxurious White Truffle, flat or fluffy hair is whipped into shape with a soft and fragrant touch.

White Hot is a capsule collection of hair care products for those who love luxurious, efficacious beauty products and their hair just happens to be grey.

White Hot is available to buy from www.whitehothair.co.uk , boots.com and feelunique.com. Prices range from £12.00 to £14.00. Connect with the White Hot community on Facebook and Twitter: Facebook/White Hot Hair @whitehothair

About Us:

White Hot is a specialist hair care range specifically for men and women who have chosen to embrace their natural white and grey hair.

For more information, images or samples please contact Carrie Eames or Charlotte Burges at tel: 0115 9651175, 0771 5709982 or email info@whitehothair.co.uk