

Braun Satin Hair™ Brush conquers the sky with Lufthansa

Brushing, combing, styling and sitting on an airplane are all activities that can create static and affect hair's surface charge. Flyaway hair, frizz and dullness are often the result.

Braun Satin Hair™ Brush with IONTEC offers a stunning solution – both technically and aesthetically.



The brush delivers negatively charged ions straight onto the hair through a uniquely designed jet within the brush where they seek out any particularly rough, damaged areas and immediately begin smoothing them out, reducing friction and increasing shine and smoothness. Another extra benefit of Braun Satin Hair™ Brush with IONTEC is the extra smooth surface and superior shape of its bristles. Designed to separate the hair in as gentle a way as possible without any pulling, they really do offer healthy, damage free hair brushing.

9 out of 10 women say it made their hair noticeably shinier*

Since Satin Hair™ Brush was launched in Europe late last year, Braun strived to create an airline suitable packaging in order to make the product more attractive for in-flight sales. The new elegant slim box is 30 % smaller than the standard packaging. Its measurements are 70 x 65 x 235 mm = 1.069 mm³ and it will be available from the end of May.

Meanwhile, Satin Hair™ Brush has already conquered the sky. As the first airline, Lufthansa has decided to offer it to its passengers from July 2010.

“We are very glad that Lufthansa is our in-flight sales launch partner for this exciting product. With other airlines we are in promising negotiations” comments Braun’s Klaus Mellin “and we are showing first samples of the new airline box for Satin Hair™ Brush at TFWA Asia Pacific in Singapore (booth E 9).”



*According to a study done by a German market research institute