

Grooming Brand Launches High Tech Hair And Beard Straightener For Men

London based grooming brand; Dexter Grooming launches their new Hair and Beard Heated Styler boasting negative ion technology



London, Dec 28, 2020 ([Issuewire.com](https://www.issuewire.com)) - Your New Favourite In Your Grooming Routine

Dexter Grooming's [Heated Hair & Beard Styling Brush](#) is the new key feature in your hair and grooming routine. Reaching a top temperature of 200 degrees within 5 seconds, you can style your hair to perfection and have yourself raring to go in under 2 minutes. Plenty of time for a pre-game beer! Designed with Negative Ion technology, you'll experience less frizz and more hydration, creating soft, shiny, and healthy hair. It boasts five different heat settings alongside heat-protective barrier technology, so whether your hair and beard are light and thin, or thick and coarse you can choose the right heat for you without the worry of skin or hair damage. Using a lightweight design, the compact brush comes accompanied by an organic cotton sleeve making it easy to use on the go.

The Science

[Dexter's Hair & Beard Styling Brush](#) emits a constant flux of negatively charged ions that interpose between each hair neutralising the frizz effect and causing each hair to return to its proper place. In addition, negative ions can break water molecules in our wet hair and convert them into microparticles. In this way, being more distributed and being smaller it is possible to dry damp hair quicker and with

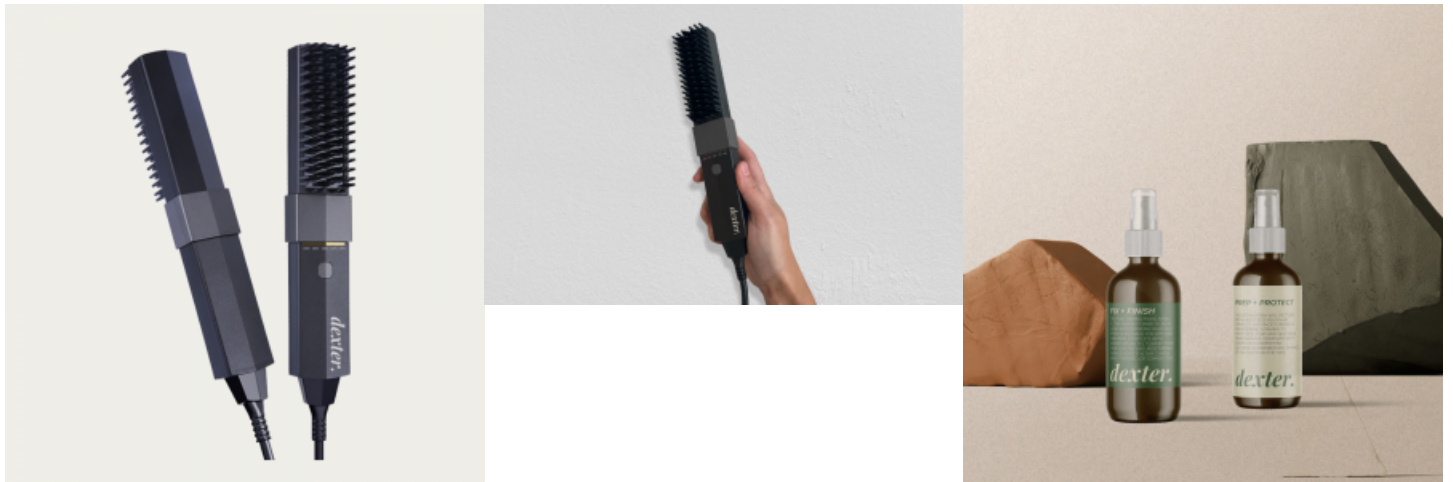
less use of heat. Another advantage is that some of these microparticles are absorbed by our hair, being able to penetrate the capillary structure and returning it part of its natural hydration. The result being the hair is more hydrated, soft, and shiny.

Technology

The Dexter Styler contains internal parts that are coated with ceramic and tourmaline. The ceramic coating allows the heat to be distributed evenly and the temperature is kept constant, reducing the thermal shock. Tourmaline, when heated, is responsible for generating negative ions.

The Brand

Created by London-based brand [Dexter Grooming](#) their [Hair & Beard Styling Brush](#) is available for sale on their website which is now on sale for a limited time for £56 / \$75. The brand also boasts a range of men's hair styling products to use alongside their Styling Brush including a [Prep + Protect Spray](#) as well as a [Fix + Finish Spray](#).



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Source : Dexter Grooming

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