

## **PRESS INFORMATION**

Trade media | 21.06.2011

### **Bringing out the best together**

### **Angelo Seminara is a new spokesman for Facepro**

**International Star hairdresser is excited about the protective shield: "As brilliant as the invention of the toothpick"**

As "British Hairdresser of the Year" in 2007 and 2010 and new creative director of Davines (hairdressing brand for top quality hair care products) Angelo Seminara is one of the most up-and-coming star hairdressers on the international hairdressing scene. He proves his skills annually at around 30 fashion shows in Paris, New York, London and Milan as well as styling for such fashion magazines as Vanity Fair, Vogue Italy or Mixte. The native Italian has been a Facepro spokesman since June 2011.

*"A simple product with a clear use and thereby as brilliant as the invention of the toothpick. That's the secret of Facepro",* says Angelo Seminara enthusiastically at the contract signing in the Sofitel in Vienna.

As a spokesman for Facepro Angelo Seminara is convinced of the innovation's potential. Customers want to be protected from hair clippings during the hairstyling, however, also from hair colour or air from the hairdryer. The sustainable product concept is defined by its minimalist design and 100% biologically degradable organic film.

*"Angelo Seminara not only brings with him contacts in the international hairdressing industry, but his creativity and experience also represent valuable stimuli to use and further develop Facepro,"* Christian Edinger is pleased with the collaboration.

### **As standard as the hairdressing cape**

Facepro is the solution for an age-old problem. It perfectly protects face, mouth and eyes from small hair clippings. Facepro consists of a soft, transparent film. This is simply applied to the forehead just above the eyebrows and nestles tightly against the face – comfortable for customers, perfect for every stylist.

The protective shield developed and produced by Linz hairdresser Christian Edinger has been on the market for 3 years and is attracting major attention in the hairdressing industry. In addition to Angelo Seminara, top hairdressers, such as Aldo Coppola from Milan and Bertram K from Vienna rely on the additional comfort of Facepro. Christian Edinger on this: *"Facepro is a special additional service every salon can use to stand out. My vision is for Facepro to be as standard with every haircut as a hairdressing cape."*

Facepro is meanwhile distributed by 20 partners in Europe and the USA. In addition Christian Edinger supplies from Austria to such countries as Japan for example, where there are still no Facepro partners.

### **Facepro Organic – sustainable, feel-good service**

Since January Facepro is also available as a 100% biodegradable organic film. The compostable organic product enables every hairdresser to sustainably interact with the environment.

*"Bio-products in particular are a major topic in the hairdressing industry. With Facepro Organic we are offering every hairdresser the possibility of providing their customers with an additional feel-good service while acting sustainably,"* states Christian Edinger.

### **Multiple award-winner**

The worldwide innovation of Facepro is simple and that's exactly why it's so brilliant. Facepro was therefore distinguished at the Austrian Hair Congress 2010 with the "StylistNo1 Award". In 2008 Facepro was able to delight in receiving a "Darling" as the year's most innovative product.

### **Angelo Seminara**

The biography of Angelo Seminara and the current Davines press release are attached to this email as separate documents.

### **Linz trend salon: Edinger h.schnitt**

Since it was established in the year 1989 Edinger h.schnitt (Linz/Austria) has grown to become one of Upper Austria's largest hairdressing salons and is known as a hairdressing salon with its fingers on the pulse. Through constant orientation to international developments and further education Christian Edinger is setting new benchmarks with his 30-strong team in trends, technique and styling. [www.edingerh.schnitt.at](http://www.edingerh.schnitt.at)

Further information on Facepro at [www.facepro.cc](http://www.facepro.cc)

**Image caption: Bringing out the best together.**

Angelo Seminara is enthusiastic about Facepro, Christian Edinger on the collaboration with Angelo. The 18th floor in the Sofitel Vienna Stephansdom provided the perfect setting for signing the cooperation agreement.

**Photo reference:** [www.facepro.cc](http://www.facepro.cc) (reprints free of charge)

**Press contact:** Impuls Public Relations | Mag. Anita Reschreiter  
4020 Linz | Humboldtstrasse 40 / 1<sup>st</sup> floor  
[anita.reschreiter@impulspr.com](mailto:anita.reschreiter@impulspr.com) | phone +43 6641604209