

# Formawell Beauty announces collaboration with Kendall Jenner



As the inspiration for Formawell Beauty's new line of products, Kendall Jenner trusts the brand to keep her hair always looking great

Formawell Beauty, a division of the JH Group, California, is proud to announce that it will be launching hair styling breakthrough technology with their latest high-performance hair tool collection at TFWA

World Exhibition in Cannes.

For the first time ever, the number one runway supermodel in the world is bringing fashion to beauty. JH Group Inc. launched Formawell Beauty in collaboration with the top supermodel, Kendall Jenner, bringing professional grade hair tool to all consumers at an affordable and accessible price.

This revolutionary line features salon-proved technology developed by hairdressers for consumers to use at home. Proprietary Ionic Gold Fusion mineral infused into the tool surfaces ensures even heat and superior hair condition.

"I work all over the world at fashion shoots and runway shows, so I need to know that my hair looks its best and stays in great condition," stated Kendall Jenner. "I trust the Formawell Beauty tools because they give me confidence every time I step out on to the runway or when I am having a night out with friends".

"Formawell Beauty was inspired and created by the elegance, beauty and presence of super model Kendall Jenner on the runway, " said Dr. Emil Hakim, Owner and Founder of JH Group.

The products in the line include: Formawell Beauty Dryer, Formawell Beauty Curling Iron, Formawell Beauty Straightener and Formawell Beauty Pro Hairbrushes – including rounds and paddles – all infused with Ionic Gold Fusion mineral technology. This proprietary technology promotes two key benefits: ultra-shiny conditioned hair due to high levels of negative ions and infrared energy from 24K gold minerals for effortless easy long-lasting styles.

"Travelers are an important target audience for us since Kendall Jenner is a global celebrity and the Kardashians have been the most exciting news and brought many successful products to the marketplace," explained Ron Razeggi, COO at Formawell Beauty. "One example is Kylie Jenner and her lip gloss, which became the most successful product and made her the youngest billionaire in the world. Travelers will pay attention to the name and ultimately [want] to own a piece of the celebrity. This is a plus for duty free retailers to bring excitement and a new category to enhance their shoppers' experience".

The company announced exclusive distribution agreements for the travel retail channel with the following partners:

The Americas: International Brand Builders Inc.; contact Katherine Sleipnes  
E: [katherine@internationalbrandbuilders.com](mailto:katherine@internationalbrandbuilders.com) T: +954-557 8638

UK, European Airports, Asia: High Street TV Group Ltd; contact Neil Thompson  
E: [neil@infinityandco.com](mailto:neil@infinityandco.com) T: +44 77802-726737

Middle East (including India, Singapore and Amsterdam Airports): Merlin-Digital; contact Siraj Hanifa  
E: [sirajhanifa@merlin-me.com](mailto:sirajhanifa@merlin-me.com) T: +971 (4)3806660