

BIG TOWEL GOES SPORTY

In this short time the totally Australian owned Big Towel Company is fast becoming known as the "must have" product in the beauty, hair and spa industry. Company owner Sharon Blain is an international acclaimed long hair designer and the driving force behind the brand. Sharon was named as finalists in both Educator of the Year and the inaugural Business Performance Award in the prestigious 2011 Schwarzkopf Hair Expo Hairdressing awards.

As one of the most awarded hairdressers in the industry today, recognised for both her creative and business acumen, she is reputed as an industry legend.

Her passion for the environment was the reason behind launching the Big Towel Company and her motivation is to have all of the hair and beauty industry to "think Big and go Green".

"With the rapid rising cost in electricity, everyone is looking for cost effective options on how to save the planet and knock dollars off their bills" Sharon explains, and this is why so many businesses are throwing out traditional towels and looking to Big Towel Company as their preferred option.

As a direct result of her award achievements, Sharon Blain has also earned a reputation as a visionary and an innovator. Because of this the beauty industry will be thrilled to know in late May super sized Beauty Towels will hit the market. Folded flat in packs of 10, means those cumbersome towelling rolls that are impossible to use and store, can finally be thrown away and replaced with a Beauty Towel that will cover even the largest treatment bed.

Her latest initiative is the launch into the sporting arena with her eco friendly biodegradable Sports Towel.

After months of testing through focus groups in a variety of gyms, swimming centres, cycling and associated sporting areas, Big Towel Company has now created a single Sports Towel in a degradable bag designed for vending machines.

Vending machines are now stocking Big Towel Company sports towels through Any Time Fitness and a large number of popular health and fitness centres nationally. More recently the towel is now available at Institute of Sports and large aquatic centres. Sharon said that with so much media hype around electricity costs, she believes using

her eco towels will change the face of things to come and will be used in all areas where a towel is needed, including sports.

It's not hard to understand when you meet Sharon Blain that you are left wondering what she will come up with next.

Check out Big Towel Company at www.bigtowelcompany.com.au or phone 1300 big towel.



OILS OILS OILS

Oils are a natural product that is produce by our body to protect, clean and aid our body in keeping beautiful. Cosmetic companies are relearning this and thus we are finding many of these products boasting that they contain Argan Oil (Moroccan Oil), Rosehip, Coconut, Shea Butter or Almond oil which will do this or that... So to help you decide here is a quick guide for 6 main oils and their benefits.

JOJOBA OIL: Vitamin E, Great for highly damaged hair, very healing to the scalp, can be used on all types of Hair and is a very stable oil.

UNREFINED SHEA BUTTER: This is great for replacing moisture in the hair and skin. Great all over butter and is safe to use on the lips. Can be used to do a hot oil treatment on your hair.

ARGAN OIL: Known as Moroccan Oil, ideal for blemished skin. It has antiseptic and bactericide properties and helps regulate your skin's natural oils. Its high vitamin E content reduces recovery time by healing and preventing scars left by acne or surgery.

COCONUT BUTTER OR COCONUT OIL: Good quality Coconut Oil will go hard at normal room temperature thus why it is called Coconut Butter. This is a oil that can be used by itself as a comprehensive hair and scalp treatment. Great to give the hair natural shine.

CASTOR OIL: Great for Hair Loss, dry and rough skin and replacing moisture in the hair and skin. It soothes the cuticle layer of the hair and allows the hair to feel soft and silky.

EXTRA VIRGIN OLIVE OILS: Great for dry and damaged hair, use on thick coarse hair for best results, will help dry scalp and other scalp conditions. Is a slightly heavy oil.

ALOE VERA OIL: is rich in enzymes, vitamins, proteins and minerals that support health. Not only does aloe Vera oil help maintain proper moisture balances, it stimulates circulation which is helpful for hair growth. Excellent for dandruff, this oil will also soothe psoriasis and eczema of the scalp.

Here is a good recipe for a Hot oil Treatment but feel free to have a play with some of your oils...

HOT OIL CONDITIONER RECIPE FOR SOFT, SHINY LOCKS

Ingredients:
1 tbs. olive oil
1 tbs. coconut oil
1 tbs. castor oil

DIRECTIONS:

Combine ingredients then warm on low heat. Massage mixture into the scalp and hair. Wrap hair in a hot towel and leave overnight. Shampoo & rinse out in the morning and then style as usual... This can be done once a week to ensure your hair is always at it's best.



OmVeda Hair Oil
Stockists 1 300 662 383
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Uspa Supernatural Men Moroccan Argon Oil.
Stockist: 0395106051



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