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PRESS RELEASE

FOR IMMEDIATE RELEASE

Introducing Intrinsics® Neck Strips – Longer, Softer, Stronger

Long trusted by stylists, barbers, nail technicians, and estheticians for high quality, professional disposable sundries, Intrinsics® now offers a superior performing Neck Strip that is longer, stronger and softer, providing the ultimate comfort for your clients.

Charlotte, NC January 1, 2018: Made of soft, highly absorbent tissue and created with higher tensile strength, Intrinsics® brand Neck Strips have more stretch and a softer feel than typical neck strips currently in the market. The extra strength performance allows for better fit and comfort for all neck sizes as well as reducing the risk of tearing the strip. Premium materials add to the soft feel providing superior comfort to even the most sensitive skin.

The neck strip is the most effective way to abide by the sanitation law found in all 50 states which specifies that all stylists must protect the customer from coming in contact with a soiled cape by using something between the client's neck and the cape. (Reference section 7312, Business and Professions Code. Reference: Section 7312(e), Business and Professions Code)

Intrinsics' Neck Strips easily catch loose hair and absorb perspiration and drips. They stretch comfortably around the customer's neck keeping it clean and protected. The use of a neck strip is the most economical and effective way to abide by this sanitation law and is approved and highly recommended by the NABBA (National Association of Barber Boards of America) www.nabba.com.

Benefits of Intrinsics® Neck Strips:

- Soft premium material for superior comfort
- Longer length and highly stretchable assures a perfect fit for all sizes
- Strong, absorbent and sanitary
- Meets state laws requiring a barrier between your client's skin and a reusable cape
- Conveniently fits all standard dispensers
- Perfect to use during facial and hair services
- Ideal for barber services & hair chemical treatments

Ok it's the law, but you also want to show your client that you are interested in their safety and comfort. Let's face it, it's all about them so be sure to only use the best,

It's your neck on the line.....

Intrinsics® is the premier provider of single-use spa and salon products. A subsidiary of Barnhardt Manufacturing Company since 1999 and headquartered in Charlotte, NC, the company manufactures high-quality skin care, nails, waxing, and hair care supplies to its spa and salon customers. To learn more about Intrinsics, visit us at www.intrinsics.net.

If you would like more information about this topic, please call David Albers at 920-530-0548, or email David.Albers@Intrinsics.net