Cancer's Attempt to Prevent a Women Launching Her Own Company!

Monday 1 December, 2014

Mother of 2 Lisa Parsons aged 46 spent her working life as a Hairdresser until she discovered a lump in her breast which led to a diagnosis of breast cancer in 2005, within weeks her Mother was diagnosed with liver cancer and sadly passed away just a few months later. Lisa was thankful that she was able to fight the disease and now has the all clear, but this was not to be the end of this disease affecting her family.

Far from feeling sorry for herself Lisa came up with an idea for an innovative new hair product and the couple decided that they were not going to let the opportunity pass them by. Lisa comments "I was fed up with carting so many brushes around when working as a hairdresser, it would be far easier if all the brushes fitted on one handle, at the same time I needed a bigger brush that was able to dry medium and long hair quicker but retained the shine and sleek appearance that straighteners produced without damaging the hair. My clients had also mentioned they owned between 2 and 5 brushes at home, so I knew this would be a great idea"

Recognising a gap in the market for a luxury premium hairbrush, Lisa's husband

Mick had a rudimentary wooden version made, this was closely followed by an excellent plastic prototype which led them to the door of the hair industry giant Kent Brushes Ltd. Impressed with the innovative product Kent's creative director agreed to manufacture the brush for them.

Finding a manufacturer was a huge step forward and Lisa and Mick wanted to proceed but they needed investment to make their dream become a reality. Unfortunately shortly after the good news came a shocking blow, Lisa's husband Mick was diagnosed with tonsillar cancer. A gruelling treatment regime followed for Mick and it looked as if the new product might never even reach a single customer. Lisa and Mick had a huge decision to make, they could forget the idea or they could take the risk and finance the project themselves.

"There is something about having survived Cancer that gave us both the strength to take that risk, we took out a UK patent and now have the first product in our range launched under the new company Hair Philosophers" Lisa added "There is no holding us back, we've plans for more products and funky new designs, we are not going to allow Cancer to rule our lives – I know the old cliché 'life is too short' is banded around a lot but sometimes we forget how true it is. The internet era has opened the door to so many opportunities and we are determined to take them all".

What is it that makes this hair brush so innovative? The '3Styler' is 3 brushes in one –

The super large mega head will dry and smooth long to medium hair very quickly reducing the need to over straighten.

The medium midi head is fantastic for bobs, mid length hair, layers and root lift.

The small mini head is great for crops that need volume, short layers, fringes and curly hair lines.

And.... It all fits onto one easy to grip soft ergonomic handle at the same time for easy storage.

The 3Styler is now available to purchase at www.hairphilosophers.com with an RRP of £69.99.

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