

## Have your Brazilian Straightening Last 45% Longer

Monday 24 June, 2019

New kids on the premium haircare block **WNt London** today announced the launch of their shampoo and conditioner range that is designed for heavily treated hair, specifically as a premium aftercare for Brazilian blow dry's and Japanese straightening.

Their new sulfate free products have been in the works for the past three years and have been specially formulated to ensure abrasive treatments, such as chemical straightening, last much longer. WNt London assert that using these products exclusively as homecare can prolong these treatments efficacy by as much as 45%

"Effective aftercare for intensive hair treatments such as the Brazilian blow dry, keratin treated hair or Japanese straightening has been conspicuous in its absence. We have spent years perfecting a formula that we believe takes complete care of your newly treated hair. Prolonging the efficacy and maintaining slickness and vibrancy" said WNt founder **Andre Johnson** "People pay vast sums of money for these salon treatments, however they never last as long as they should because a quality homecare option simply isn't available. Such an option now exists with WNt"

WNt's range offer just two products currently, their sulfate free shampoo and conditioner.

"We have put all our effort into producing a product that truly does what it is supposed to do, and we believe we have achieved that, we will expand our range over the coming months"

The products offer a combination of natural and laboratory solutions, working in tandem to ensure an innovative premium aftercare experience

About WNt

WNt London products are available on their website and at selected salons across London. WNt London do not sell their products at drugstores or "unauthorised retailers". For more information please contact at [info@wnthair.com](mailto:info@wnthair.com)

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