

hur.TM

An introduction to hurTM

Presented by your Dedicated Brand Partner

hur.™

synergy 
Professional Salon Supplies

An introduction to hur™

Presented by your Dedicated Brand Partner



where
it all
started

born
in
20
20

OUR STORY

Born out of lockdown 2.0, an unforgettable period of time that emphasised the importance of looking after yourself and those around you. Ultimately at hur., that is what we stand for.

Not only do we bring great quality products to market, but we take full responsibility for the way in which we do that.

There is no such thing as ~~perfect~~. We want to inspire & empower you to elevate into the best version of yourself.

It's time to turn hairstyling on its head.

WHY HUR

We exist to provide you with the tools to create meaningful hairstyles.

Our high-performance styling tools deliver immediate results, while keeping your hairs health our #1 priority.

We're here to give you CHOICE. We set no parameters on who uses our products.

For her, him, whoever.

**change
is in
the
hair**



a new slant on styling

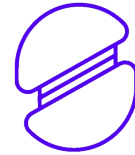
putting
you
in
control

FEATURES AND BENEFITS

Through stylist led innovation and industry professional feedback, our products are designed for optimum performance and ultimate results.

We've curated a range of styling tools that give you the power, freedom and ability to experiment with your style.

Our approach to prescriptive hairstyling puts **YOU** in control.



a new slant on hairstyling.

Angled plates for easier styling.
Ergonomically designed to tilt by 30° so you can get closer to the root, straighten with added volume and create beachy waves with ease.

Our **Damage Defence Technology** means:

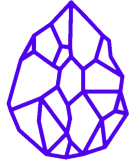
- anti-breakage
- damage prevention
- eliminated snagging



exterior variable temperature control.

5 levels of heat, for all levels of style. Select a heat that best suits your hair type, condition and style. Ranging from 120° - 230°. Welcome to **prescriptive styling.**

Exterior control panel to avoid unnecessary contact with the internal plates when hot; for burn prevention.



mineral infused ceramic plates.

Our **Heat Protect Technology** continuously monitors the surface temperature of the plates during use to ensure an even spread and distribution of heat across the hair.

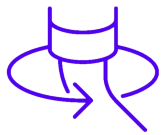
The tourmaline minerals that are procured into our plates inject health into the hair by sealing the hair's cuticle and locking in moisture. Tourmaline is known for its healing properties and when it works with your hair, it emits negative ions that leaves you with smoother, shinier, sleek and longer-lasting results.





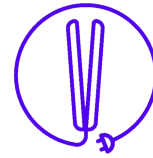
plates that float above the rest.

Floating plates take the pressure out of styling by absorbing any impact or hair anomaly.



360° swivel cord & stylist hook.

Our 360° swivel cord & stylist hook means you can freely style.



style & safety guaranteed.

All hur. irons will automatically turn off after 30 minutes of no use, giving you peace of mind. Please always store in your Heat Resistant Style Case.

prescriptive hairstyling

WHAT IS PRESCRIPTIVE STYLING?

Prescriptive hairstyling is a personalised approach to hair care. We deliver a healthier styling experience by prescribing a heat based on the hair type, style, condition and also what results you or your client are trying to achieve.

We don't believe in an 'optimum styling temperature'. All hair types are unique and no one size fits all. Haircare should be treated just like skin care, body care and medical care – a tailored approach to the treatment with client expectations managed.

heat
your
hair
likes



designed
to suit
your hair



hur.iron classic



hur.iron wide



hur.iron *slant*

hur.iron classic



straight hair doesn't
have to be boring

The classic is where it all began. Simple & sleek, yet versatile & so effective. This universal hair hero is a timeless styler for the everyday.

What's in the box?

The hur.iron classic styler · Heat Resistant Style Case · User Guide

RRP: £129
WSP: £79.99

hur.iron wide



there is no shame
in sizing up +

Wider plates [38mm] designed for the thickest, longest, most disruptive of hair types.

What's in the box?

The hur.iron wide styler · Heat Resistant Style Case · User Guide

RRP: £129
WSP: £79.99

hur.iron *slant*



a new angle°
changes everything

Ergonomically designed to tilt by 30°, the perfect tool for crafting beachy waves. It's a new slant on hair styling.

What's in the box?

The hur.iron slant styler · Heat Resistant Style Case · User Guide

RRP: £149
WSP: £89.99

award
winning
styling
tools



WINNER

Best New Hair Tool Brand

Marie Claire Hair Awards 2021 UK

marie claire

Best Hair Straighteners 2021

"Sustainable and chic"

GRAZIA



you
may have
noticed
us

AS SEEN IN

VANITY FAIR

HELLO!

WHO WHAT WEAR

YOU
MAGAZINE

marie claire

GRAZIA

GLAMOUR

proud to
partner



PARTNERING WITH HUR. MAKES A DIFFERENCE

Your purchase with hur. supports our partner, Paperworks, offer training and support to young adults with autism, learning difficulties and complex needs, building both basic and more specific skills within the workplace.

We're proud to work with Paperworks who are a local social enterprise, located just 10 miles from hur. HQ.

The trainees at Paperworks construct, pick, pack, ship and manage your order! They are an integral part of our team.





send
me
naked



120bn
units of packaging
produced every year
by our industry

WHY CHOOSE NAKED?

With a commitment to helping you do, as well as look, good, hur. gives customers the unique option to have their iron sent either 'in all its glory' or 'naked' in a bid to cut down on waste packaging where possible.

By doing so, hur. hopes to empower consumers to make choices they can feel good about, and pave the way for sustainable change in the beauty industry.

Please speak to your Dedicated Brand Partner about sending hur. naked.

**become
a stockist**

**true
change
happens
in the
salon**

HOW DOES IT WORK?

We believe that partnering with salons and stylists will better educate customers on making more informed choices about healthier hair styling. We will supply you with everything you might need to promote us effectively and sell hur. to your clients.

BENEFITS

- Dedicated Brand Partner to help grow your earnings
- Working as a team with a market leader in the hair styling space
- Full range of promotional assets (digital)
- High AOV
- Exclusive insights into new product launches, brand partnerships + more

HOW DO I BECOME A STOCKIST?

If you are looking to purchase our products for professional use, or would like to explore retailing our products in your salon please contact us using the details below. We will be happy to help in any way we can.

CONTACT US

Synergy Salon Supplies

0844 391 6777

orders@synergysalonsupplies.com

hur.[™]

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