



New exclusive hairbrushes to heal your hair

Waregem, 27 april 2017 – A new brand of high-end hairbrushes is born: Delphin & Emerence. The brushes, which promise a healthy scalp and hair, combine a history of over 80 years of awarded craftsmanship with a touch of modern knowledge and big love for hair. Hair lovers can benefit from special pre-launch offers until the end of June.

Delphin & Emerence founder Lies Helsloot shares her tips and tricks for healthy hair in her book: “Het complete boek over haar – in 3 stappen naar gezond haar” (soon-to-be-published in English: “The complete guide to healthy hair. A 3-step programme to heal your hair” – publishing house Borgerhoff & Lamberigts). The launch of her own line of unique hairbrushes – suitable for all hair types – is the icing on the cake.

Handle with care

The handle of the Delphin & Emerence hairbrushes is made of the finest walnut wood, which is not only beautiful, but also strong and resilient. It is lovingly sculpted by the best Italian woodcrafters in the world. The natural beauty of the wood patterns make every brush a unique piece. It is protected with a natural, environment friendly oil. The logo on top is proof of an authentic Delphin & Emerence brush.

Artisan, signature blue cushions

The natural rubber cushion is produced following an artisan technique of over 100 years old. It reduces static hair and makes brushing a comfortable, massaging and stimulating sensation.

Bristles for every hair type

Delphin & Emerence uses natural bristles on every brush. Some brushes feature specially designed synthetic ‘GinaFibra’ bristles that add extra detangling power. The different mixtures of natural and ‘GinaFibra’ bristles serve every hair type, from curly to straight to African-American (Afro).

Delphin & Emerence even provides a special brush for people with very sensitive hair or skin like babies, cancer patients or elderly people.

The range of brushes features two exclusive collections: ‘caring’ and ‘detangling’. Discover them on the official website, delphinandemerence.com.

Special pre-launch campaign

In the light of its popularity, the pre-launch campaign has been extended for 2 weeks: until April 30th, customers get an exclusive price reduction on every brush, along with a free ‘Cleaning Brush’ (value € 29,95). During this pre-launch, delivery will be free, worldwide. Orders can be placed at the [official Delphin & Emerence website](http://delphinandemerence.com). More promotions will be announced on the website next month.

About Delphin & Emerence

Delphin & Emerence was founded by Lies Helsloot, a Belgian entrepreneur with a passion for hair. Based on her own hair story, she elaborated a plan for perfect hair including balanced nutrition, stress reduction and hair-care tips, highlighting the importance of brushing. Not only did she write a book about it: "The complete guide to healthy hair. A 3-step programme to heal your hair" (soon to be launched in English); unable to find a suitable brush on the market while solving her own hair problems, Lies also created her own line of hairbrushes: Delphin & Emerence. Discovering that her home country had a proud history of fine brush making, she approached the finest craftsmen and raised the funds to create the product line.

Read more about Lies on lieshelsloot.com, or on her blog takeyoutime.com.

For more news about Delphin & Emerence and the latest updates, feel free to follow us on [Twitter](#), [Facebook](#), [Pinterest](#) and [Instagram](#).

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