



## **New exclusive hairbrushes to heal your hair**

***Waregem, 7 March 2017* – A new brand of high-end hairbrushes — suitable for all hair types — is born: Delphin & Emerence. The products combine a history of over 80 years of awarded craftsmanship with a touch of modern knowledge and big love for hair.**

The state-of-the-art brushes are a mixture of the best materials, Italian craftsmanship and Flemish artisan wisdom — relying on 80 years of brush making. The brushes easily detangle your hair, while gently massaging and stimulating your scalp.

### **Handle with care**

The handle 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](http://delphinandemerence.com).

### **Special pre-launch campaign**

Until April 15th, 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).

## **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 (soon to be launched); 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](http://lieshelsloot.com), or on her blog [takeyourtime.com](http://takeyourtime.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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## **PRESS CONTACT**

### **ARK Communication**

Ann-Sophie Cardoen  
Content & PR Consultant  
T +32 3 780 96 96  
[ann-sophie@ark.be](mailto:ann-sophie@ark.be)  
[www.ark.be](http://www.ark.be)

### **Delphin & Emerence**

Lies Helsloot  
Founder  
T +32 486 51 11 54  
[lies@delphinandemerence.com](mailto:lies@delphinandemerence.com)  
[www.delphinandemerence.com](http://www.delphinandemerence.com)