

## **PRESS RELEASE: The FB1™ Professional Say Goodbye to Scissors and Hello to the Revolutionary New Glass Cut**

The cutting edge in hair styling coming to a salon near you!

Hairdressers everywhere are binning their scissors as celebrity hairdresser Frank Bisson is changing the way hair is cut throughout the world. After seven years in development his revolutionary FB1™ Glass Hair Designer started going into hair salons across the UK in summer 2006.

This specially designed glass blade is the sharpest cutting device ever invented. It causes no damage to hair and will eliminate split ends. Perfectly safe, the way the edge is serrated means it gives added safety.

It is unrivalled for giving volume and body to fine hair, excellent for weight removal and ideal for dealing with awkward growth patterns and controlling unmanageable hair, curly or straight. In one cutting stroke it creates texture and provides natural hold, lift and volume without the use of fixers such as gel, mousse or hairspray, making it great for people with allergies or sensitive scalps.

However, hair is not the only thing the phenomenal FB1™ cuts. Its clever design also cuts the time it takes so, you will be able to achieve a great re-style in your lunch break and still have time to pick up a sandwich. It also improves life for stylists as its easier to maneuver than scissors and a comb.

Inventor Frank Bisson has an award winning 17 years in the industry and his own salon WOW! in Manchester. He was awarded the prestigious Gold Medal from the International Inventions Show organised by the BBC for the FB1™ Glass Hair Designer. He has a number of celebrity clients, has developed hairdressing products for multi-national companies and is an advisor to the legal and medical professions as well as hairdressing courses and industry journals.

Another of Frank's skills is his ability to cut hair blindfolded, as featured on LK Today (ITV). By feeling the shape of the head and the characteristics of the hair Frank can create the perfect style for a person safely and quickly using the FB1™.

Frank Bisson Worldwide launched the FB1™ Glass Hair Designer to the at the Salon International Exhibition in London. The idea came to him at an early age and he started developing the glass technology. After several years, the glass technology has been perfected to produce glass blades that are so sharp they possibly cannot be measured by any device on the planet – truly beyond the cutting edge! Pilkington and The University of Manchester are amongst many organisations that have endorsed the glass technology.

The FB1™ glass blade is described by The University of Manchester as "...approaching atomic sharpness." It is stated that the only way of comprehending the sharpness of the FB1™ glass blade is to imagine the edge of the metal razor blade as being the height of Mount Everest and the edge of the FB1™ glass blade as being the height of the street pavement.

The FB1™ is the first of many products in the 'Frank Bisson Series' to launch. All products are invented by Frank Bisson himself and are prototyped and developed in-house. Frank maintains that money is not his motivation and that he intends to use majority of the profits from his company to contribute towards good and Godly causes all over the world.