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CARIBBEAN DREAM RELAXER RELIES ON TRIED-AND-TRUE CHEMISTRY FOR SAFE SMOOTHING AND FRIZZ-FIGHTING

10-10-14—Miami, FL—Stylists who are confused about keratin, chemistry and straightening systems can relax in more ways than one! Not only does Caribbean Dream Relaxer (CDR) allow four options in hair retexturizing results, it uses an entirely different science than hair-coating "Brazilian" systems.

For those health-conscious stylists who demand **transparency in ingredient information**, **CDR uses tried-and-true ammonium hydroxide to swell the cuticle and cysteamine hydrochloride to restructure the hair's bonds**. Long known as a gentle hair relaxer, cysteamine hydrochloride straightens hair at a lower pH than ammonium thioglycolate. Because it is gentler, it is not for making kinky-curly hair "bone straight," which is not a healthy look anyway.

CDR, which is compatible with thio-based straightening systems, can be used to straighten hair, create soft wave, tame texture or reduce frizz. It is also a great alternative for African-American clients who "texlax" their hair: home buffer (with olive oil) and intentionally under-process the relaxer, which often creates uneven results that stylists must fix.

CDR was created by hairdressers for hairdressers, with stylist safety and the hair's integrity in mind. The company makes its MSDS available online, as well as complete videos in using the system for one of four results.

Salons that are transitioning their own straightening or smoothing systems will be delighted to know that between October 14th and November 19th, 2010, CDR is offering 50% off of all orders totaling $125 or more, to help stylists offset the cost of the non-returnable products when transitioning from other systems to CDR.

For more information, go to http://www.caribbeandreamrelaxer.com
For CDR's Spanish portal, go to www.caribbeandreamrelaxerpr.com
Or, call 1-800-734-2597. Caribbean Dream™ Relaxer Inc. is located at 1007 East Las Olas Boulevard, Ft. Lauderdale, FL, 33301.