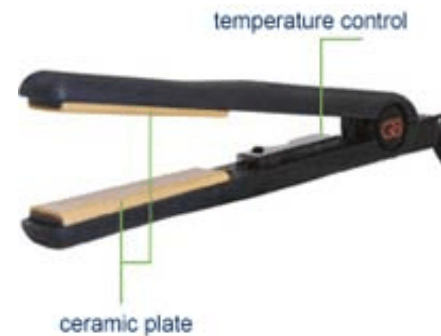


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## Chi Straighteners Which one is the “hottest?”

A few curly Q’s, a kink, and that unforgivable frizz just will not stay matted to your head at 7:00 o’clock in the morning. The bouncy waves seem to say “let us fly,” when all you want is the straight, luxurious hair of the girl sitting next to you on the bus. Luckily for many teenage girls and even



adult women, a new invention has hit the shelves of many local beauty salons. The Chi straightener is a new quality straightener that will not only make other girls envious, but will keep your hair feeling light, shiny, and straight all day long. The Chi has stronger heat than older style straighteners and a new ceramic plate. Although pricey, it is well worth it when adding a warranty to the product.

When attempting to straighten the toughest kinks, a hotter plate manages to always get the job done. The new invention gets considerably hotter than any other straightener on the market today. The Chi straightener can reach temperatures of up to one hundred and ninety degrees Celsius which is equivalent to three hundred and seventy-four degrees Fahrenheit. Not only does this product reach high temperatures, but it also stays at those temperatures for an even heat distribution to the hair. Many people may ask themselves, is this product really safe if it can reach heats up to three hundred and seventy-four degrees? As long as a customer follows the instruction manual inside every box the straightener should not cause any damage. Beside this,

many new Chi straighteners are adding another quality to the straightener. Once the straightener reaches max temperatures, the straightener will flick off until it has cooled itself down. After this, it will then flick back on and the customer can return to managing their hair.

The Chi straightener also reaches high heats in a little under twenty five seconds, whereas a Revlon straightener can take up to sixty seconds to fully heat. Revlon straighteners along with many other Wal-Mart or Target straighteners tend to lose the heat and need time to recharge. Although many Revlon and Vidal Sassoon straighteners come with heat settings from one to twenty-five, the heat is no where close to a Chi straightener. The straighteners that do add a panel for settings are good for customers with a wave to their hair. They do not need to apply as much heat in order to straighten their hair. In cases such as this, a cheaper straightener may be a wiser purchase. Although many of the products never say the actual heat their product can reach, after being a faithful hair straightener myself and having tested many different products, it is quite apparent that the cheaper straighteners never reach max heats such as a Chi. For customers with too much frizz and crazy curls, a Chi's heat can straighten even the toughest and kinkiest curls.

Many girls in Liedman Hall interviewed about the use of their straightener (either Revlon or Conair) declared the product left their hair dull, frayed, and damaged. These are not common traits females wish for when discussing their hair. That is why the Chi straightener is one of the best straighteners to own. Not only does it have incredible heat, but also ceramic plates. According to Folica, an online beauty store, "Ceramic plates will seal the cuticle, repel humidity, lock in color and retard fading, and ensure heat penetration of the silk molecules to the hair." What this means is that the ceramic plate is healthier and less damaging to a females hair. Most Revlon and Vidal Sassoon straighteners still use a copper coil plate, which causes the hair to



damage more quickly and also dry out faster. The straighteners that do advertise a ceramic plate tend to be a cheaper version of the Chi. The ceramic is less smooth and tends to snag and pull at the hair of the customer. Even though at the beginning of the day a Revlon may have your hair straight, once the hair and outside weather make contact frizz and curls are likely to reemerge. The strength of the

plates is not as well developed as the ceramic plates of a Chi. Along with ceramic plates, the Chi also has a smaller plate. The plate usually ranges anywhere from one inch to an inch and a half wide. Females with curly hair tend to need a smaller straightener to ensure the roots of the hair are being straightened just as much as the hair's end. The older Revlons have plate sizes of two inches or larger. However as the demand for straighteners rises, many cheaper straighteners have begun to size down the plates of their product. Even when the plates of the Revlon straightener are smaller, the edges are still ninety degree angles. The Chi straightener has curved edges that promise no snagging and also allow customers to flip out the ends or curl the ends under if that is how they wish to style their hair. Although other companies have begun to use a 'ceramic' plate, Chi still has the strongest and most reliable ceramic plate.

Even with its many outstanding performances, a Chi is still much pricier than a Revlon or Vidal Sassoon straightener. A Chi straightener can range anywhere from one hundred to two hundred dollars, whereas a Revlon or Vidal Sassoon straightener can be purchased for twenty to thirty-five dollars. Although the price may seem ridiculously high, the quality of the Chi outweighs the pricey purchase. A higher quality straightener has a longer life expectancy than

most Revlon straighteners. When interviewed about her straightener, Ashly Lowdermilk claimed her Conair straightener broke four times in one year. In this case, a person might want to invest the extra money for a better quality straightener. This may save numerous amounts of trips to the store for a new, lower quality, straightener. Also, the Chi straighteners come with warranties of one year up to a lifetime, depending on the brand of the Chi. This means that if the product breaks, and the receipt has been saved, one can simply trade in the broken straightener for a new one. If your warranty is one year, you have one year until that exchange runs out. My straightener has a lifetime warranty which means that I paid one hundred and fifty dollars for a straightener that, no matter how many times it breaks, I am guaranteed another one for free! Another economic advantage is that a Chi straightener uses only twenty-five watts of power. It is a sure energy saver, which many parents do not mind for the sake of their power bill. Revlon and Conair straighteners can range anywhere from one hundred and seventy watts to two hundred and fifty! Talk about the power bill sky rocketing just from one beauty product! Do yourself a favor and save yourself the extra trips to buy a new straightener every month, the endless beauty appointments you will need to make to recolor your hair and treat your hair for dry damaged split ends, and just pay the extra amount for a real quality straightener.

A Chi straightener is hotter, has a more powerful ceramic plate, and although costly, the quality is much better. It is safe to conclude that any girl would love to walk out of her house on a humid day and know that even though the weather may not be in her favor, her hair is. No curls will pop, no frizz will show. Customers can feel wonderful about their shiny, strong, and luxuriously straight hair all day long, thanks to the new invention that has any straightener fiend thanking the producers of such an amazing product.