

## Stylish “updo” hairstyle within a short time

Hairstyling: New “updo” hairstyle system combines a great variety of shapes with minimal effort

*Günzburg, 19th of March 2016* - fancy “updos” are trendy: whether for the catwalk, red carpet, weddings, photo shoots or big events. Usually, the time and the artistic effort you invest in those striking creations is huge. – But not any longer, because the recently developed “updo” system enters the market and promises useful benefits for the styling art.

### What’s new? The advantages

Clisy is a system of dimensionally stable plugs in different dimensions, textile colors and textures. Whether cylindrical, pointed, round or individually made: the plug-in system is available for all types of sizes and heights. Additionally, the plugs are reusable, weatherproof and gentle to real hair.

The manufacturers even thought about the comfort. So Clisy systems are small lightweights, weighing only between 4 and 60 grams. The special mesh structure is particularly permeable to air and thus creates a breathable structure.

The greatest advantage of Clisy is probably its usability. An expert realizes complex hairstyles in fancy versions in only about 15 minutes. As a mid-priced product, Clisy is a purchase with a good price value.

### Patent submitted

In addition to the most common hair cushions in donut shape and individual square or heart-shaped pillow shape, Clisy is the first system in the market with plug-in system individual shape variations. For three years, the developers have worked that out. And in March 2016 they finally registered the patent on the new release.

### The developer

Gerd Gerstmayer, entrepreneur from Bavarian Swabia, is the mastermind behind the new styling product. He was born into a hairdresser family with a tradition of over 100 years. During his everyday work in the shop he had the idea for Clisy. „Impressive updos have always been in demand, but the creations are usually very expensive. Stylists had to match plug aids various times from different model auxiliary materials,“ says Gerstmayer.

He was searching for a way to create unusual hairstyles with one single implement plug, he says. Together with his wife Nada Gerstmayer, a skilled hairdresser herself and other skilled professionals he then created models for the Clisy system. As head of the new founded company „pin up products” Gerstmayer has recently entered the global market with Clisy products.

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