



NEWS RELEASE

FOR IMMEDIATE RELEASE

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BREAKING NEWS: Kossof Beauty Acquires Solano *Bringing Solano Back to its Roots*

“Solano has always had a relentless dedication to the professional beauty industry,” said Alan Kossof, President and CEO of Kossof Beauty, LLC.

“Solano styling tools represent the international standard of quality, performance and artistry for the hair care professional.”

Kossof Beauty, LLC announced today the acquisition of [Solano](#), one of the most trusted and dependable hair dryer brands in professional beauty, from [Beauty By Imagination \(BBI Company\)](#), a dynamic global platform company specializing in category-leading hair care, tools and accessories. Founded in the early 1970’s, Solano is one of the most respected brands dedicated to manufacturing high-quality hair dryers that meet the demands of stylists working in a busy salon environment.

Alan Kossof, founder of Kossof Beauty, LLC and co-owner with his father Teddie Kossof, of the [Teddie Kossof Salon & Spa](#), celebrating 48-years on Chicago’s North Shore, located in Northfield, IL. As a dedicated and involved salon owner, Alan has a keen understanding of the demanding environment hairstylists work in and the need of tools that are designed to meet those demanding expectations. That is where Solano excels.

“Alan has been one of Solano’s top customers for years. His father Teddie Kossof, founder of his namesake salon, was very close with the original owners of Solano,” said Francesca Raminella, CEO of Beauty by Imagination. “When Alan and I first talked about Solano and its future, it was clear to me that he would be a passionate supporter of the development and growth of the brand. I am happy Solano moves under Alan’s ownership and leadership, and wish him great success,” added Raminella.

“The acquisition of the Solano brand is near and dear to my heart, and loyal Solano customers are already recognizing our renewed commitment to the beauty industry,” said Alan Kossof, Founder of Kossof Beauty, LLC, and President and CEO of Solano. “We recognize Solano’s past success was very much due to the commitment from the stylist who invested in a Solano hair dryer. We want to carry that forward, respecting the relationship that has been built for years,” added Kossof.

Kossof partnered with BBI Company in early 2020 to distribute Solano products to beauty professionals and consumers through the newly formed website, www.solanousa.com. The website became an instant success in reconnecting the professional beauty community with Solano and educating them on Solano’s extensive model line-up and supporting customers through the reactivation of the Solano Care and Repair Warranty program.

A Commitment to Caring for the Environment and Solano Customers

Solano hair dryers are beloved by users for their durability and long lifespan. Solano offers a multitude of hair dryers to suit all stylists needs. With an extensive Solano Care and Repair Warranty program, coupled with unmatched customer service, any issues that users may have with their hair dryer will be supported with friendly, knowledgeable, and responsive customer service.

If you own a Solano, the Solano Care and Repair Warranty program offers you the option to renew your warranty so you can protect your investment for years to come. Kossof is committed to sustainability and the environment, and by 2025 Solano's manufacturing facility in Italy will be 100% solar powered. Solano also offers repair service for nearly all makes and models of hair dryers.

Kossof estimates there are more than 1 million Solano hair dryers currently in use worldwide, with many being 10 to 15+ years old. This a testament to the quality of the Solano hair dryer. Salon professionals who are attending America's Beauty Show, April 15-17, 2023, in Rosemont, IL, can learn more, test and purchase Solano products at the show. Visit the Solano exhibit, booth #1135.

Solano's manufacturing facility is in Italy, with distribution across the USA through [solanousa.com](https://www.solanousa.com). Contact (800) 733-7902, sales@solanousa.com, or visit [solanousa.com](https://www.solanousa.com).

Distributors interested in more information on bringing Solano products into their portfolios should contact Alan Kossof directly at alan@solanousa.com.

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ABOUT SOLANO:

Solano has always stood for power. A relentless dedication to providing the high-quality salon tools has made Solano one of the most trusted and dependable brands in the professional beauty industry. Solano is a high-performance dryer brand focused on serving the needs of the professional stylist and salon clients. Solano tools offer a long lifespan due to the reliable, high-quality manufacturing process. The ionic technology, unique proprietary componentry and infrared heat dries hair in minutes and leaves the hair healthy and shiny. Since the 1970's, Solano brand has been synonymous craftsmanship, quality, and durability. Many who have a Solano have had it for decades, due to Solano's superior manufacturing and best-in-class Solano Care and Repair Warranty program. For information, please visit the flagship website www.solanousa.com or call 800-733-7902.