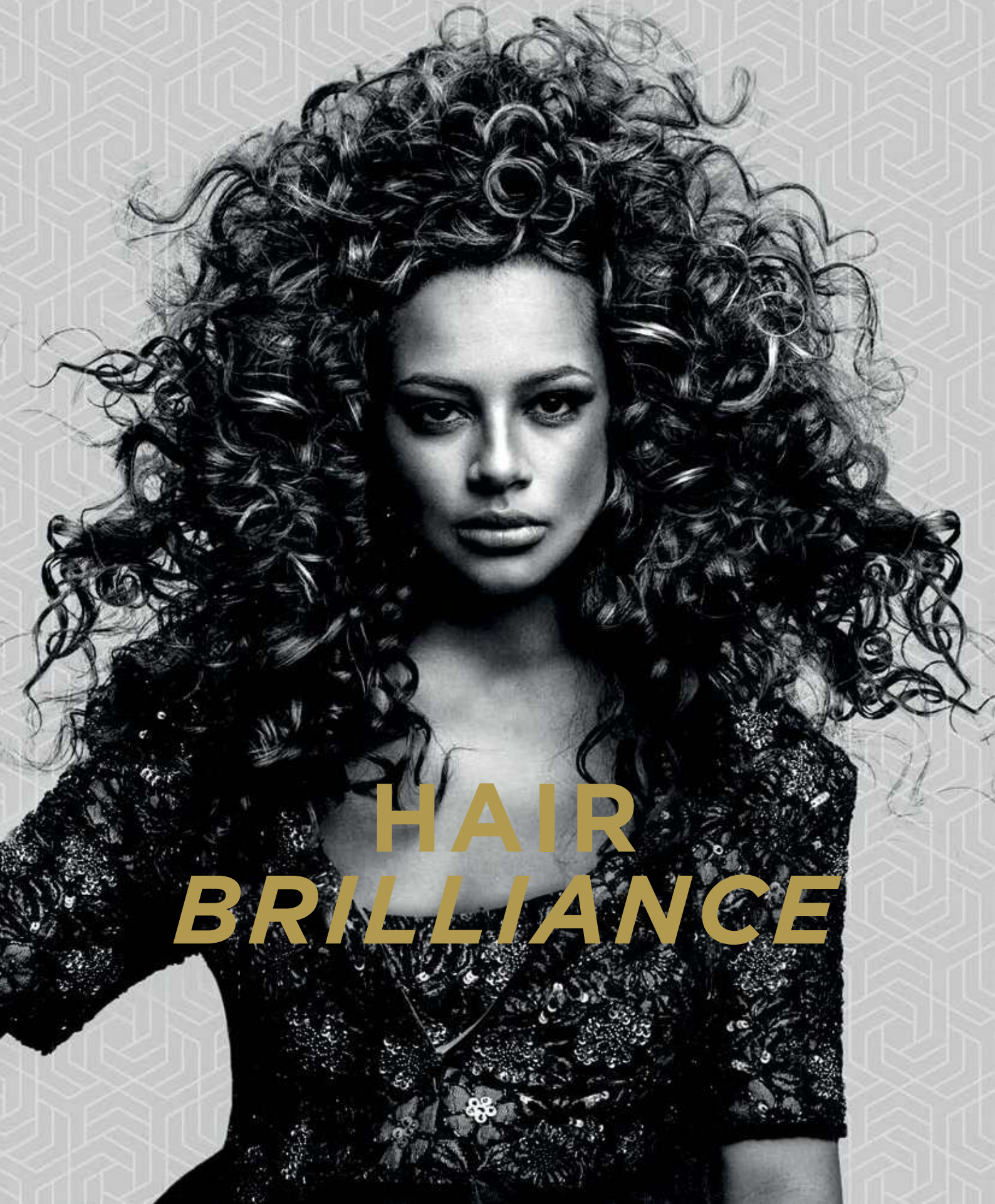


EST.  1938

DENMAN®



**HAIR
BRILLIANCE**

DENMAN... CREATING HAIR

Started by an innovator more than 80 years ago, the iconic Denman brand remains a leading light in hairdressing today.

It was during a trip to New York, a young entrepreneur from Northern Ireland John Denman Dean was introduced to a new revolutionary product, Nylon. He returned home with a cabin full of this new material and soon after the war figured a use for it in hairbrushes. That was 1938 and by the 1950's the reputation of this innovative new brush began to grow. But it was Vidal Sassoon's 60's hairdressing revolution that truly established the Denman and the 'hairdressers' hairbrush'. The Denman D3 Original Styler was the perfect tool to create the highly technical Sassoon haircuts like the iconic asymmetric Mary Quant bob.

The era of the superstar hairdresser was born. Celebrity hairdressers over the decades may all have had their own unique style, but they also all had a Denman hairbrush. And today this remains true, internationally recognised hair artists like Paul Stafford and Mark Woolley still use Denman tools to create their innovative and inspiring collections.

Denman was bought by the Rainey family in 1972 and a crucial part of their business plan was to continue the brand's close partnership with the creative hairdresser. Working with influential hairdressers from around the world, Denman developed a vast array of different tools and brushes that today make up the Denman range. Still family owned and still based in Bangor Northern Ireland, Denman continues this collaboration with the hair professional. In October 2019 Denman launched the new Power Paddle brush; a brush that reduces drying time developed in conjunction with leading salon and session stylists. This commitment to investment and development has also been nationally recognised with both Maxwell Rainey OBE and Dr. John Rainey MBE receiving honours from the Queen.



BRILLIANCE SINCE 1938

In 2018 Denman took their ambassador programme a stage further and launched the Denman Global Collective. Led by Global Creative Director Paul Stafford, the Global Collective for the first time brought together members of the Denman Ambassador programme under one umbrella to share their work and promote their creativity.

The Collective joins together international hairdressing and barbering talents to share their skills and creative imagery to a worldwide audience. To date the Global Collective has members from Canada, Austria, Italy, Romania, France, Slovenia, Philippines, Australia, Poland even Kazakhstan; and of course the UK with more members regularly added.

As well as sharing the work of the Collective members to the international press and profiling them across Denman's social media network, some members have been called up to showcase their skills to help promote the creativity of Denman. This brochure includes bespoke work from Australian Caterina Di Baise, barber expert Mike Taylor, natural hair specialist Junior Green and rising UK star Brandon Messinger.

For Denman the synergy of the product and the professional is paramount. This is summed up perfectly by Denman International MD Philip Steele, "We produce great brushes yes, but it's the hairdressers that produce the creativity. I'm constantly amazed at the sheer vision and innovation in hair these artists come up with. We're just proud that Denman helps in some small way in the creative process."

A truly global brand, Denman is sold in over sixty countries and used by many thousands of hairdressers, barbers and beauty professionals. The company's commitment to continually developing new products and support creativity ensures that Denman remains the hairdressers' hairbrush.



CONTENTS

NEW AT DENMAN

Sustainability & Packaging	Pages 8-9
Power Paddle	Page 10
Tangle Tamer Gentle	Page 11
4-Piece Retail Displays	Pages 12-15
Jack Howard	Page 16
White Precision Professional Combs	Page 17

BRUSHES

Original Stylers	Pages 20-24
Freeflow Stylers	Pages 26-27
Gentle Stylers	Pages 28-29
Vent Brushes	Pages 30-31
Power Paddle	Pages 32-33
Paddle Range	Pages 34-36
Detangling	Pages 38-47
Curling Range	Pages 48-63
Finishing Brushes	Pages 64-67
Compact Popper	Page 68
Mini Keyring	Page 69
Bristle Brushes	Pages 70-74

COMBS

Standard Range	Page 76
Detangle & Tease	Page 78
Curl Volumiser	Page 81
Precision Professional	Page 82
Carbon Professional	Pages 84-85
ProEdge	Pages 86-87

CONTENTS

SALON ESSENTIALS

Neck Brushes & Salon Wear	Page 89
Essential Tools	Page 90
ColourOff & Sectioning Clips	Page 91
Hair Accessories	Page 92
Rollers	Page 94

KITS & DISPLAYS

Styling Kits	Pages 97-98
12-Piece Display Stands	Page 99
4-Piece Retail Displays	Pages 100-103
Retail Displays	Pages 104-105

JACK DEAN

Brushes & Combs	Page 108
Pompadour Comb	Page 109
Zoot Comb	Pages 110-111
Clipper Comb	Page 113

PRO-TIP

Wooden Brushes	Page 115
Ceramic Hot Curl	Page 116
Porcupine Radials & Paddle	Page 117
Styling & Vent	Page 118
Neck Brushes	Page 119
Professional Combs	Page 120
Tinting	Page 121
Brush & Comb Kits	Pages 122-123



Hair: Brandon Messinger – Creative Director, The Hair Movement, UK
Photography: Deborah Sellwood
Make-up: Toni Walker

NEW AT DENMAN



THE



Our commitment to reducing waste, running an eco-friendly business and promoting responsible use of plastics.

As a global leading hairbrush company, plastics are a key component of Denman's manufacturing, but this doesn't mean we cannot take a leading role in reducing waste and lessening the environmental impact; quite the opposite.

The current realisation of the impact of plastic waste on the environment has been a global wake-up call to us all on the throw away nature of our modern lives. Often plastics are being touted as the demon of the modern world because of the damage it's causing, and in some cases quite rightly so. The problem however is not plastics itself, it's how we use them and, equally important how we dispose and reuse them.

More than most hairdressing companies, Denman has valuable insight into plastics; how they can be best used, best recycled and best avoided. The hairbrushes and combs are manufactured to the highest quality standards and therefore the durability and performance can last a lifetime. On the other hand, single use plastics are by their very nature wasteful and greater thought needs to be given to where they are used and what alternatives there are. Denman is leading the way in looking at alternatives to single use plastics and where possible replacing them with better materials or removing them altogether.

A commitment embarked on a few years back has seen plastics in Denman's packaging gradually reduced and in 2020, we will launch the new fully recyclable, sustainable packaging into professional and retail markets in over 60 countries worldwide. And given the huge number of products sold globally; this will result in a significant reduction in plastics going to landfill.

DENMAN FOOTPRINT

It's not just in packaging that we are working to reduce plastics waste. The Denman factory in Bangor Northern Ireland has implemented production methods and systems that have greatly reduced wastage and increased the recycling of scrap parts. Operations Manager, David Dickson, comments "In the past scrap parts were just thrown away. Today, nearly all of it is re-ground and re-worked into new products. There's very little waste."

It's not just waste, Denman are proactively looking at ways in which as a company we can reduce the environmental impact. Managing Director Philip Steele is heading up the company's endeavours to be more eco-friendly. "Reducing waste was our initial priority," he says, "but since then we have moved on to explore other areas where we can improve. We have looked at energy consumption and our 'carbon footprint', ensuring our materials are from ethical suppliers as

well as our general business practices." He adds, "Little things like video conferencing and better planning of business trips has meant we take far fewer flights. All of which helps."

Dr John F. Rainey MBE (Chairman) is proud to see how the company is taking a proactive role in reducing waste and lessening the environmental impact of Denman production and products. "Plastics are an amazing resource and one that is unique in that in many cases there is no alternative for products and components that we use in our every day lives. But," he adds "we have all become blasé and thoughtless in how we treat, use and dispose of them.

This has led to the awful pollution and impact on wildlife that we are all responsible for and should all be ashamed of. We all need to change and be much more considerate and respectful of this truly great material. And while there is much more to do, I am proud that Denman is taking a lead."



The mark of responsible forestry

Look for FSC® certified products

THE POWER PADDLE

REDUCED DRAG

Smooth, sculpted round-ended Denman styling pins

GENTLE GRIP AND CONTROLLED STYLING

Staggered pin pattern

MAXIMUM COMFORT

Air cushioned pad responds to contours of the head

RAPID DRYING AND STYLING

Increased surface area

OPTIMUM GRIP AND CONTROL

Matt finish textured handle

COMFORT AND BALANCE

Easy-to-hold handle fits comfortably in the hand

Product	Product Code	Pack Size	Barcode
D38 Power Paddle	P038SBLK	6 pc	738623012468

D38

SPEED, COMFORT, DENMAN STYLING

NEW

AIR-CUSHIONED PAD

Gently responds to the contours of the head

IDEAL FOR GENTLE, WET AND DRY DETANGLING

Perfect for those with fragile hair and sensitive scalps

SUPER-SOFT BRISTLES

Dual-length, ball-ended bristles effortlessly glide through knots and tangles

New

TANGLE TAMER

GENTLE

DESIGNED FOR FINE TO MEDIUM HAIR

Excellent for use on childrens' hair

D93M

Product	Product Code	Pack Size	Barcode
D93M Pink	D093MPNK	4 pcs	738623012345
D93M Blue	D093MBLU	4 pcs	738623012338
D93M Black	D093MBLK	4 pcs	738623012314
D93M Yellow	D093MYLW	4 pcs	738623012321

New

4 PIECE RETAIL DISPLAYS



D93
4 PC RETAIL
DISPLAY
D093DBKY



D93
4 PC RETAIL
DISPLAY
D093DBLP

Perfect for impulse retail, the pre-packed 4-piece shipper displays are available in 4 different product assortments:

- D93 Yellow and Black
- D93 Blue and Pink
- D93 Pink and Yellow
- D3 Crowns White and Black

Product	Product Code	Pack Size	Barcode
D093DBKY	D093DBKY	1 pc	5012945105745
D093DBLP	D093DBLP	1 pc	5012945105646
D093DPKY	D093DPKY	1 pc	5012945105745
T003DBWC	T003DBWC	1 pc	5012945105684



D93
4 PC RETAIL
DISPLAY
D093DPKY



D3 CROWNS
4 PC RETAIL
DISPLAY
T003DBWC

New

4 PIECE RETAIL DISPLAYS



D3
4 PC RETAIL
DISPLAY
T003RDBK



D70
4 PC RETAIL
DISPLAY
D070RDBS

Perfect for impulse retail, the pre-packed 4-piece shipper displays are available in 5 different product assortments:

D3 Medium Styling Brush
 D70 Thermoceramic Hot Curl Brush
 D90L Tangle Tamer Ultra Pink Detangling Brush
 D200 Hyflex Vent Brush
 D84 Small Paddle Brush

Product	Product Code	Pre pack Quantity	Casepack Quantity	UPC Barcode
D3	T003RDBK	1 Piece	16 pieces	5012945105691
D70	D070RDBS	1 Piece	16 pieces	5012945105714
D90L	D090LDPK	1 Piece	12 Pieces	5012945105721
D200	F200RDBK	1 Piece	16 pieces	5012945105707
D84	P084RDBK	1 Piece	16 pieces	5012945105660



D90L
4 PC RETAIL
DISPLAY
 D090LDPK



D200
4 PC RETAIL
DISPLAY
 F200RDBK



D84
4 PC RETAIL
DISPLAY
 P084RDBK



DESIGNED BY A COLOURIST
FOR COLOURISTS

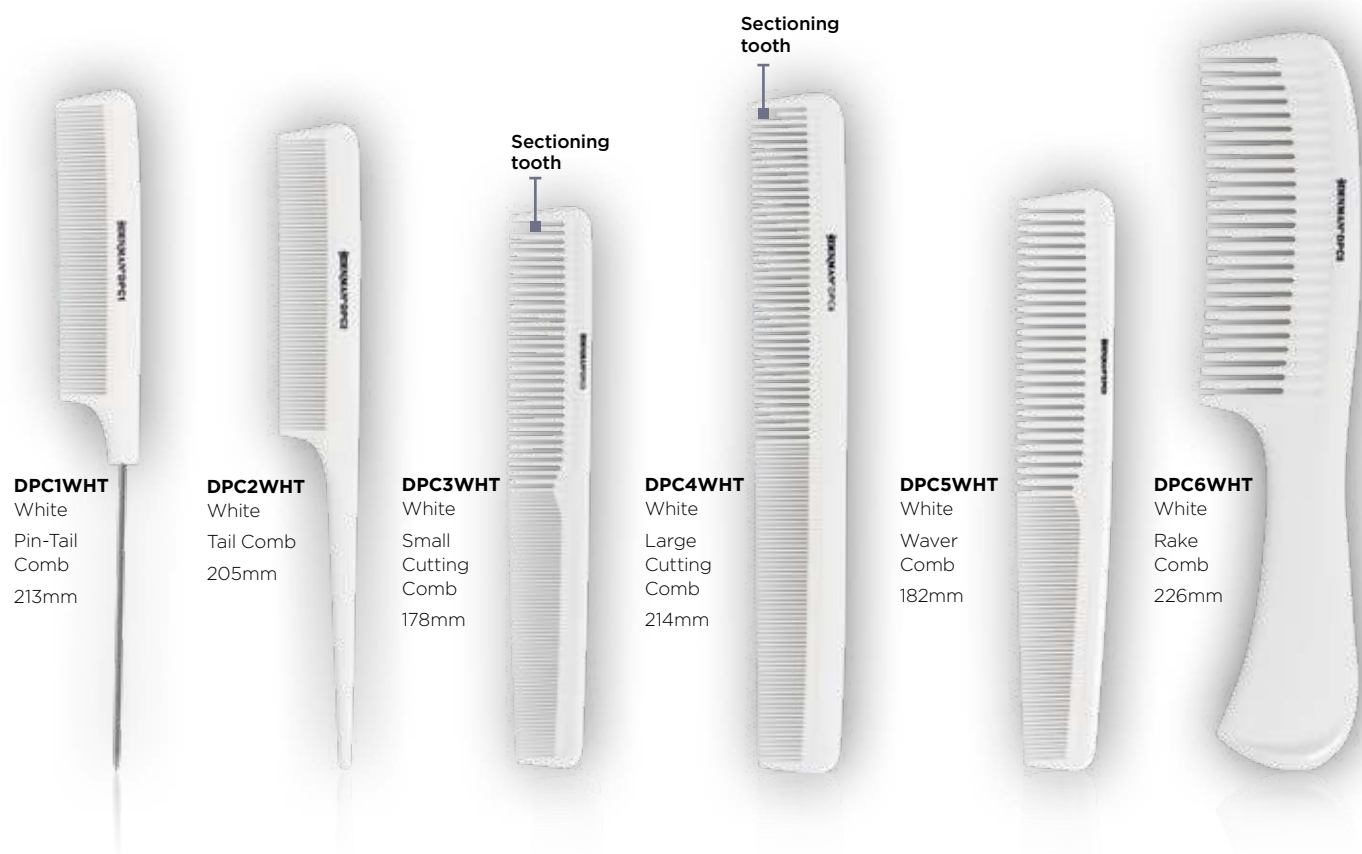
New PRECISION PROFESSIONAL

Made from high quality acetal material, the Denman Precision Combs are heat, chemical and impact resistant.

Ultra-smooth for damage-free combing. Accuracy of finish. Perfection in performance. Small and large cutting combs (DPC3WHT and DPC4WHT) incorporate a half tooth to facilitate easier sectioning.

Product	Product Code	Pack Size	UPC Barcode
DPC1WHT	DPC1WHT	12 pcs	738623012499
DPC2WHT	DPC2WHT	12 pcs	738623012505
DPC3WHT	DPC3WHT	12 pcs	738623012512
DPC4WHT	DPC4WHT	12 pcs	738623012529
DPC5WHT	DPC5WHT	12 pcs	738623012536
DPC6WHT	DPC6WHT	12 pcs	738623012543

NOW
AVAILABLE
IN WHITE





Hair: Caterina Di Biase Hair -
Director, Heading Out Salon, Australia
Photographer: Andrew O'Toole
Make-up: Kylie O'Toole
Stylist: Elaine Marshall
Sponsored by: L'Oreal Professionnel
and Showpony Professional

BRUSHES



**SCULPTS THE PERFECT
SHAPE IN THE HAIR**

Half-round brush head

**NO CATCH OR DRAG
IN THE HAIR**

7 rows of perfectly smooth,
round-ended pins

**OPTIMUM GRIP
AND CONTROL**

Staggered pin pattern

ICONIC RANGE

**COMFORT
AND BALANCE**

Unique 'tear-drop'
handle with longer,
more rounded shape

D3

THE ORIGINAL STYLER 5 ROW & 7 ROW

SCULPTED STYLING - STYLE, SHAPE & DEFINE

The ultimate and multi-functional hairbrush for detangling, blow-drying, styling, and smoothing the hair.

Denman iconic styling brushes incorporate the famous half-round pad to provide maximum grip and control during blow-drying. Perfect for smoothing, shaping and polishing the hair. Ideal for defining wet curls.

Product	Product Code	Pack Size	Barcode
D3	T003SBLK	6 pcs	738623000298
D3N	N003SXCD	6 pcs	738623000939
D3M	N003MXCD	6 pcs	738623000199
D3 Rose Gold Crown	T003WHRG	4 pcs	738623012383
D3 Gold Crown	T003BKGD	4 pcs	738623012376
D3NW	N003SWBW	6 pcs	738623006856
D14	T143SBLK	6 pcs	738623000311
D143	T143SBLK	6 pcs	738623000328
D143N	N143SXCD	6 pcs	738623001042
D143NW	N143SWBW	6 pcs	738623006825

*Look out for
New Colours!*



D3
Original
Styler 7
row



D3N
Original
Styler 7
row
Black/
White



D3M
Original
Styler 7
row
Black



**D3
ROSE
GOLD
CROWN**
Original
Styler
7 Row
White
Rose Gold
Crown



**D3
GOLD
CROWN**
Original
Styler
7 Row
Black Gold
Crown



D3NW
Original
Styler
7 Row
White/
Black



D14
Mini
Styler
5 row



D143
Long
Styler for
increased
grip
5 row



D143N
Long
Styler for
increased
grip
5 row
Black/
White



D143NW
Long
Styler for
increased
grip
5 row
White/
Black

**SCULPTS THE PERFECT
SHAPE IN LONGER
LENGTH HAIR**

Half-round brush head

**NO CATCH OR DRAG
IN THE HAIR**

9 rows of perfectly smooth,
round-ended pins for
voluminous hair

**OPTIMUM GRIP
AND CONTROL**

Staggered pin pattern

VOLUME & LENGTH

**COMFORT AND
BALANCE**

Unique 'tear-drop'
handle with longer,
more rounded shape

D4



THE ORIGINAL STYLER

9 ROW

STYLE, SHAPE & DEFINE

Large styling hairbrush for detangling, styling and smoothing longer length hair.

9 rows of Denman’s unique round-ended pins gently detangle, style and smooth long or voluminous hair. Ideal for control and defining wet curls.

Product	Product Code	Pack Size	Barcode
D4	T004SBLK	6 pcs	738623000304
D4N	N004SXCD	6 pcs	738623000946
D4NW	N004SWBW	6 pcs	738623006863
D4P	T004PXCD	6 pcs	738623000410



D4
Original Styler
9 row

D4N
Original Styler
9 row
Black/White

D4NW
Original
Styler
9 row
White/
Black

D4P
Original
Styler
9 row
Black



THE HEAVY WEIGHT STYLER - 9 ROW STYLE, SHAPE & DEFINE

Heavyweight, large hair brush for detangling, styling and smoothing hair.

The heavier D5 results in increased tension and grip and is perfect for styling high volume, long or curly hair. Ideal for control and defining wet curls.

COMFORT, BALANCE AND CONTROL

Unique 'tear-drop' heavyweight handle with textured grip

D5

Product	Product Code	Pack Size	Barcode
D5	X005SBLK	6 pcs	738623000335



Hair: Brandon Messinger - Creative Director, The Hair Movement, UK
Photography: Deborah Sellwood
Make-up: Toni Walker

**VOLUME AND SPEED
DURING BLOW-DRYING**

7 rows of widely-spaced pins
set into a half-round pad

**NO CATCH OR DRAG
IN THE HAIR**

Perfectly smooth,
round-ended pins

**DETANGLE THICK
AND CURLY HAIR**

Staggered pin pattern
with extra spacing

FREEFLOW™ RANGE

**COMFORT
AND BALANCE**

Unique 'tear-drop'
handle with longer,
more rounded shape

D31

THE FREEFLOW STYLERS

7 ROW & 9 ROW

STYLE, SHAPE & VOLUME

The Freeflow hairbrush is a 3-in-1 styling tool for creating volume, detangling thick hair and defining curls.

These volumising brushes have widely-spaced pins set into half-round pads, which makes them perfect for producing movement and lift during blow-drying. Ideal for creating a softer, fuller look. Particularly effective for detangling thicker hair and curly hair.

Product	Product Code	Pack Size	Barcode
D31	F031SBLK	6 pcs	738623000090
D41	F041SBLK	6 pcs	738623000106
D31N	N031SXCD	6 pcs	738623006689



D31
Freeflow
Styler
7 Row



D31N
Freeflow
Styler
7 Row
Black/White



D41
Freeflow
Styler
9 Row

**MASSAGES AND GENTLY STYLES**

Ultra-soft pins set into a half-round pad

NO DAMAGE TO THE SCALP

8 rows of perfectly smooth, round-ended pins

OPTIMUM GRIP AND CONTROL

Staggered pin pattern

GENTLE RANGE



NOT DESIGNED FOR USE WITH A HAIRDRYER

D1

THE GENTLE STYLERS

5 ROW & 8 ROW

STYLE, SHAPE & DEFINE

Ultra-soft hairbrushes developed especially for thin or fine hair. This range has been developed for clients with hair that's thinning or in the early stages of growth or transition. These ultra-soft brushes massage and are gentle on the scalp without scratching, making them ideal for children or those with fragile hair.

NOTE: This range is not designed for use with a hairdryer.

Product	Product Code	Pack Size	Barcode
D33	E033SBLK	6 pcs	738623000083
D1	E001SBLK	6 pcs	738623000069

D33
Gentle Styler
5 Row



D1
Gentle Styler
8 Row



THE TUNNEL VENT



FAST, DRY & VOLUME

The brush for fast and gentle blow-drying. Perfect for volume and root lift.

This tunnel vent brush accelerates the blow-drying process by allowing warm air to circulate directly at root level. Providing grip and control, it safely detangles all hair lengths and types without snagging.

Product	Product Code	Pack Size	UPC Barcode
D100	F100TBOB	6 pc	738623000120