

# Fernando Romero Boosts Beauty Potential With Agave Healing Oil

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Beverly Hills, California - World-renowned stylist and salon product innovator, Fernando Romero, continues his mission to unlock the beauty potential of women with the introduction of his Agave Oil products. By locking in moisture, the amino sugars in Agave Oil bring out lasting color and vibrancy in hair. The natural plant derivative makes hair stronger, more resilient, and elastic. Fernando Romero's Agave Healing Oil products are set to revolutionize quality hair care.

This is not the first industry changing innovation from Fernando Romero. In 1998, he launched the Bio Ionic Professional Hair Care System. Through his international research, Romero discovered that natural negative ions can be used to condition, strengthen, and smooth hair. He realized the value of this hydrating process, called IonTransformation, and developed the world-class line of Bio Ionic styling tools and hair care products around this discovery.

Fernando Romero's latest contribution to the world of styling and beauty, Agave Healing Oil, is extracted from the Blue Webber Agave plants that grow in his native Mexico. As a young person, Romero learned the secrets of natural hair care ingredients from his grandmother. Now Fernando Romero is making those secrets available to the world through his hair salon in Beverly Hills. The Fernando Romero Salon recently expanded their services to include Agave Oil treatments. The Salon also rolled out at new website that allows the direct purchase of Agave Oil products.

Fernando Romero's Agave Healing Oil products include shampoos, conditioners, and oil treatments. These revolutionary salon items are available in a variety of sizes and combinations. However, as is expected from Romero, he thought outside the bottle on how users can maximize the benefits of Agave Healing Oil. As a result, the Fernando Romero Salon proudly introduces the groundbreaking Agave Healing Iron. The salon quality flat iron, with a variable temperature control of up to 420°F, includes a removable and refillable vapor infusion cartridge. This allows users to treat their hair with the Agave Vapor Infusion at the push of a button. The Agave Healing Oil line is completed with an assortment of Agave Styling brushes.

Fernando Romero, who was trained by Vidal Sassoon, continues to impact the world of styling and beauty care. In addition to his famous salon in Beverly Hills and his industry leading company, Bio Ionic, Romero is known around the world for his own training of thousands of professionals. Now he can add Agave Healing Oil to his many beauty potential contributions.

For more information, contact the company directly:

Fernando Romero Salon

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