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FOR IMMEDIATE RELEASE

NEW! SEKI EDGE 'SmartTweeze' FROM JATAI INTERNATIONAL

Tweezers don't come any 'smarter' than the new **Seki Edge 'SmartTweeze'** from Jatai International. Tweezing action is light and effortless, but with an unbeatable grip – even on the tiniest hair.

'**SmartTweeze**' is an innovative design that couples a new '*gentle-spring*' technology for soft, easy tweezing action with extra-thick stainless steel shanks to provide greatly increased gripping power at the tips. '**SmartTweeze**' tweezer tips always come together flat, and never bend open at the tips no matter how hard you squeeze. Flexible shock absorbing handles help prevent damage from accidental drops.

Available in beauty stores and on-line at www.sekiedge.com, '*Smart Tweeze*' retails for \$24. For more information about '*Smart Tweeze*' and other quality Seki Edge beauty and grooming products (all manufactured in Japan), phone toll-free: 888-965-2824.

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