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Established in 2006, the Veaudry brand has been built on the philosophy that people are more important than the products themselves. Our Customer centric approach to developing products has lead the brand to deliver professional quality products that you can rely on. In 2006, hair stylist, Michelle Stanton (nee Veaudry) from South Africa set out to equip stylists and consumers alike with a professional heat styler that would not only provide exceptional hair styling but also maintain the integrity of the hair through premium technologies that would lock in moisture and shine.

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