

BEYOND NINE

FOUNDER
STORY

THE WOMAN BEHIND
THE STRAIGHTENER
THAT CHANGED
EVERYTHING.

STRENGTH
+ KINDNESS

STYLING TOOLS
THAT PUT YOUR
HAIR HEALTH
ABOVE ALL ELSE.

A PUBLICATION BROUGHT TO YOU BY CLOUD NINE®

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INCLUDES 4 QR CODES
FOR DISCOUNTS AND MORE



HEALTHY HAIR SINCE 2009

**AS WE LAUNCH OUR NEW LOOK AND FEEL
INTO THE WORLD, WE'RE ALSO RECLAIMING
THE STORY THAT HELPED SHAPE IT.**

It's all too common for women to be forgotten or 'accidentally' sidelined from the stories that form the backbone of culture. It's easy to find countless examples of this happening in every field, from politics to the arts to science—female leaders and innovators are simply erased. And the world of beauty and hairstyling is no different.

This is the story of one such woman...
Susan Powls



SUSAN POWLS
HONORARY CHAIR
CLOUD NINE
(LEFT)

Susan was one of the masterminds behind ghd, the hair styling brand. If you haven't heard of her, that's because, according to salon lore it was three men from Yorkshire who changed the hair styling industry forever. The truth is somewhat different—Susan was in fact the driving force behind ghd.

In the 1990s, Robert Powls, Susan's husband, was a hairstylist and salon manager in search of a big break. Robert was well connected on the salon circuit and occasionally, new innovations arrived at their Yorkshire home for Robert to assess and potentially invest in. One day, a box arrived from South Korea. Inside was a styling iron that could well have remained unused and 'put on the shelf' as it came attached to an American plug.

Susan, a woman challenged by unruly, curly hair, was intrigued. She went out to buy a screwdriver and set about changing the plug. When she tried the iron, the results astonished her. She dashed down the stairs and announced she was having a "good hair day". Her enthusiasm was such that her and Robert quickly registered their business at Companies House.

From that moment, Susan's vision drove the brand and in turn shaped an entire industry. Her early insights, determination to work with salons and inspire stylists, and her absolute belief in the brand and its products fuelled those heady early days. Without Susan Powls, there would be no ghd, and without ghd, an entire era of poker straight hair would never have existed. Her impact on the world of haircare was pivotal.

The brand effortlessly asserted its market dominance and grew a cult-like following among stylists and consumers around the world. Yet, as is often the case, business success brought complications and turbulence.

By 2006, a deal was struck with private equity and Susan and Robert departed ghd, the brand they breathed life into and loved.

A few months later, Susan learned that ghd had suddenly ceased manufacturing in Korea and had moved all production to China. It was a devastating blow. She had worked closely with her Korean partners for years, tirelessly sourcing the highest-quality materials and developing styling irons that truly cared for hair. The shift felt as though everything they had built together had been undone.

Yet, out of this disappointment came a renewed sense of purpose. The Powls saw an opportunity to reassert their commitment to hair health—and to create something even better.

Heat damage had long been a concern, with many styling irons fixed at a single temperature. As a hairdresser, Susan knew it wasn't realistic to expect one temperature setting to suit every hair type and texture. She often said, "Your hair is as unique as your fingerprint," and believed styling tools should reflect that individuality.

At the time, her Korean partners had developed a revolutionary variable temperature technology with mineral-infused Sericite. It was a game changer—gentler, smarter, and more adaptable to different hair needs. Susan knew this was the future of healthier hair styling.

Together, they created their first variable temperature iron—and with it, Cloud Nine was born. For the first time in hairstyling history, women now have access to styling tools that promote strength, glossiness and long-lasting health by putting their hair type, style, and needs first.

Welcome to Cloud Nine.



CLOUD NINE



BEYOND NINE

STRENGTH + KINDNESS

**THE KINDER WE ARE TO
OUR HAIR, THE STRONGER
IT BECOMES.**

No other styling tools adapt to your hair's specific needs to promote strength, glossiness and long-lasting health. From professional irons with 11 heat settings and pressure-reducing Revive Mode®, to protective sprays and hair brushes that minimise breakage, Cloud Nine puts your hair type, your style, and your needs first.







INTELLIGENT HAIR HEALTH TECHNOLOGY

CLOUD NINE™

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BEYOND NINE

[1] REVIVE MODE®

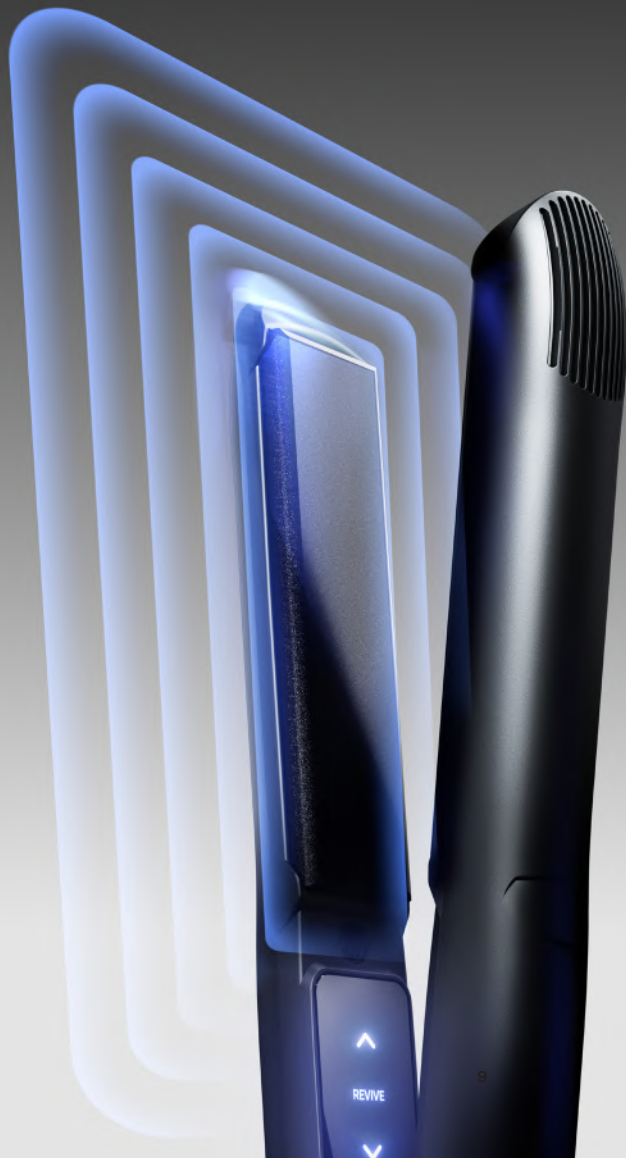
Minimises direct heat to reduce breakage.

[2] TEMPERATURE CONTROL

Choose the optimum heat for your hair type.

[3] SERICITE® PLATES

Locks in moisture for a snag-free, glossier finish.



[1] **REVIVE MODE®
TECHNOLOGY**

**LESS PRESSURE.
MORE STRENGTH.**

Revive Mode® delivers 8,000 harmonic vibrations per minute, reducing direct heat contact and cushioning hair from stress. This allows each strand to glide smoothly through the mineral-infused styling plates, helping to prevent breakage and leave hair healthy, strong, and shiny.

Note: Revive Mode® is enabled by default and can be switched off if desired.

R **REVIVE
MODE®**

83%

of users experience
healthier hair
with Cloud Nine
temperature control.*

*Cloud Nine Customer Survey April 2024.

CLOUD NINE™



[2] TEMPERATURE CONTROL

MORE CHOICE. MORE YOU.

Your hair is unique and responds better when styled at the perfect heat. With up to 11 precise temperature settings, our styling tools adjust to your hair type, helping to reduce damage caused by excessive heat styling.

ARE YOU STYLING AT THE RIGHT TEMPERATURE?



Scan the QR code
to calculate the
perfect styling
temperature for
your hair type.

BEYOND NINE



[3] SERICITE PLATES®

MORE MINERALS. MORE GLOSS.

Infused with Sericite®, our cushioned styling plates distribute heat evenly and lock in moisture to promote strength, frizz-free shine and long-lasting health.

WHAT'S SERICITE®?

Sericite® is a natural mineral from South Korea. Its unique conditioning properties help seal the hair cuticle, leaving hair soft and glossy.

STRAIGHTENERS

Which straightener is right for me?

With innovative technology and custom heat settings, our straighteners adapt to your hair’s specific needs while promoting long-lasting health.

		[NEW] 	
	THE CONTOURING IRON Curl or straighten with advanced curved plates.	THE CONTOURING WIDE IRON Our widest curved plates for faster curls or straight styles.	THE ORIGINAL IRON The one that started everything and adapts to your hair type.
SUITABLE FOR	ALL HAIR TYPES	LONG, THICK HAIR	ALL HAIR TYPES
TEMPERATURE CONTROL	11 HEAT SETTINGS (100°C – 200°C)	11 HEAT SETTINGS (100°C – 200°C)	11 HEAT SETTINGS (100°C – 200°C)
REVIVE MODE®	✓	✓	✓
SERICITE® PLATES	✓	✓	✓
PLATE SIZE (WIDTH)	1" STANDARD CURVED	1.5" WIDE CURVED	1" STANDARD
HEAT-UP TIME	35 SECONDS	35 SECONDS	20 SECONDS
WARRANTY	3 YEARS	3 YEARS	3 YEARS
MENOPAUSE FRIENDLY	MTick® Certified	MTick® Certified	MTick® Certified
COLOUR OPTIONS			  



THE WIDE IRON

Wider plates for styling in less time.



THE SLIM IRON

Style shorter hair more precisely.



THE TOUCH IRON

Style hair faster with rapid heat-up time.



THE ORIGINAL CORDLESS IRON

Rechargeable travel straightener.

LONG, THICK HAIR

11 HEAT SETTINGS
(100°C – 200°C)

✓

✓

1.5" WIDE

20 SECONDS

3 YEARS

MTick® Certified



SHORT HAIR AND FRINGES

11 HEAT SETTINGS
(100°C – 200°C)

✓

✓

0.5" SLIM

20 SECONDS

3 YEARS

MTick® Certified



ALL HAIR TYPES

2 HEAT SETTINGS
(165°C OR 195°C)

✓

1" STANDARD

INSTANT

3 YEARS



ALL HAIR TYPES

3 HEAT SETTINGS
(170°C, 180°C, 190°C)

✓

✓

1" STANDARD

24 SECONDS

1 YEAR



MENOPAUSE-FRIENDLY TOOLS

Thanks to Revive Mode®, our straighteners reduce pressure on your hair, offering a kinder styling experience, especially for those going through menopause.



GenM : Proud to
be a Partner



Learn more about menopause haircare on page 22.

HAIR DRYERS

Lighter. Smarter.
Gentler on hair.

Our salon-quality hair dryers are designed to do more than just dry. With three precise heat settings and intelligent features that protect both your hair and your dryer, they help you style faster while being gentler on your hair.



THE AIRSHOT
Anti-Static Technology for a smoother blow-dry with fewer flyaways.



THE AIRSHOT PRO
Our most advanced, lightweight dryer for quieter, kinder styling.

SUITABLE FOR	ALL HAIR TYPES	ALL HAIR TYPES
TEMPERATURE CONTROL	3 HEAT SETTINGS	3 HEAT SETTINGS
MINERAL-INFUSED HEATING ELEMENTS	✓	✓
ECO-PRECISION MOTOR		✓
CLEANFLOW MODE		✓
IONIC TECHNOLOGY	✓	✓
ATTACHMENTS INCLUDED	2X NOZZLES	3X MAGNETIC HEADS (INC. DIFFUSER)
WEIGHT	450G	444G
WARRANTY	1 YEAR	2 YEARS
COLOUR OPTIONS		

[AIRSHOT PRO FEATURES]

EASY TO USE ECO-PRECISION MOTOR

Dry hair faster and quieter with less effort, thanks to its powerful, lightweight design.

LASTING PERFORMANCE CLEANFLOW

By blowing air in reverse, CleanFlow self-cleaning technology maintains optimum airflow and power. Ensuring long-lasting, salon-quality performance every time.

FRIZZ-FREE IONIC TECHNOLOGY

Ionic Technology reduces the amount of negatively charged particles in every strand to minimise frizz and promote shine.

VERSATILE MAGNETIC STYLING HEADS

Use the magnetic diffuser for defined curls, or the slim nozzle for pin-straight styles.

TEMPERATURE REGULATING TECHNOLOGY

By measuring heat output 100x per second, the Airshot Pro maintains optimal temperature to reduce excessive heat damage.



Style alongside...



MAGICAL QUICK DRY POTION FOR SAFER STYLING

Formulated with conditioning ingredients to lock in moisture, smooth frizz, and reduce drying time. Spray over wet or damp hair before styling to protect against heat damage.

2x faster drying

THE CURLING WAND

Style softly.

With adjustable heat settings and Sericite®-infused elements, our range is designed to be kinder to your hair.



THE CURLING WAND

Professional wand with a moisture-locking 25mm Sericite® barrel for beautifully bouncy curls or beachy waves.

COLOUR OPTIONS



CLOUD NINE®



BEYOND NINE

BRUSH & COMB

Essential tools for everyday hair care.

From detangling hair to defining texture, our professional brushes and comb are crafted to care for your hair – gently, effectively, beautifully.



FOR SOFTER BRUSHING

THE LUXURY PADDLE BRUSH

The Luxury Paddle Brush glides effortlessly through tangled hair to reduce breakages and promote scalp health. Soft nylon bristles smooth flyaways and improve strength and shine.



FOR FINISHING AND SMOOTHING

THE LUXURY DRESSING BRUSH

Perfect for everyday use, blow-drying, or styling sleek updos. The Luxury Dressing Brush smooths hair, tames frizz and flyaways, and evenly distributes natural oils from root to tip for a healthy shine.



FOR DETANGLING WET HAIR

THE WET HAIRBRUSH

The Wet Hairbrush gently glides through wet hair while minimising pulling, tugging, or breakage. With flexible bristles and a curved, cushioned base, it fits the natural contours of your scalp to help reduce damage while detangling, smoothing, and preparing hair for styling.



FOR ENHANCING TEXTURE

THE LUXURY TEXTURE COMB

The Luxury Texture Comb is designed to enhance natural waves, curls, or volume while maintaining shape. With wide teeth and a smooth finish, it glides through dry or styled hair to separate strands, reduce frizz, and promote texture.

KINDER STYLING FOR MENOPAUSE

MENOPAUSE- FRIENDLY STYLING TOOLS

THE FREEDOM TO STYLE WITH LESS DAMAGE.

Menopause can make hair feel thinner, drier, and more prone to breakage. That's why our MTick®-certified straighteners are designed to be gentler, with customisable heat settings, pressure-reducing Revive Mode®, and moisture-locking Sericite® plates that help smooth and protect. It's styling that puts menopausal hair first, so your hair feels stronger, shinier, and more like you.

We are proud to be the first professional styling brand to join the GenM Collective and earn MTick® certification for our menopause-friendly straighteners.

- + The Wide Iron
- + The Original Iron
- + The Slim Iron
- + The Contouring Iron
- + The Contouring Wide Iron



CLOUD NINE[®]

**GOOD THINGS ARE MEANT
TO BE SHARED.**

Want to receive an exclusive discount,
or send a little kindness to a friend?



Scan the QR code
to refer a friend.

GET IN TOUCH

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