

REVLON®

It's Glow-Up O'clock!

Revlon unveils the NEW One-Step™ Volumiser Glow



Glow-getters, this one's for you!
Revlon's viral¹ Oval brush is back, and it's had a serious glow-up.

Introducing the NEW One-Step™ Volumiser Glow in a playful pink shade chosen by Revlon's TikTok community, combining a fun, standout unboxing experience with the salon-worthy results it's famously known for – perfect for Gen Z.

Delivering smoothness, volume and shine in one, the One-Step™ Volumiser Glow dries and styles simultaneously, **cutting your routine time in half with hot air technology²**. For busy mornings or last-minute plans, the One-Step™ Volumiser Glow with its **affordable pricing** has you covered. If you are **looking to buy your first hot air styler, this is the one for you!**

Designed by Revlon TikTok community

Inspired by the way beauty is discovered and shared today, Revlon has tapped into its online community to shape this latest launch, inviting TikTok users to choose the product's final colour. TikTok Shop has cemented its position as the UK's fourth-largest beauty retailer, with the category seeing 60% year-on-year growth in 2025³. From discovery to purchase, the platform is driving Gen Z behaviour, with 49% using TikTok to find new products⁴.

Meet your new Glow-to hair tool

Revlon's best-selling oval brush returns with the same trusted performance, now refreshed in a scroll-stopping design that brings style and substance together. From GRWMs to last-minute touch-ups, the One-Step™ Volumiser Glow is designed to deliver visible results, fast -while looking as good on your dressing table as it does in use. And it doesn't stop there - the One-Step™ Volumiser Glow is all about the full experience from the moment you open the box. Expect a fun, TikTok-inspired unboxing, complete with a removable mirror and stickers to fit your style. It also includes a challenge flyer, inviting you to share your hair glow-up using **#REVLONONESTEPTOGLOW** for a chance to win a range of styling attachments.



Key features:

- **Best-selling Oval Brush Design** - Lifts at the roots and creates soft volume and bounce in one step.
- **Tangle-Free Bristles** - Work on all hair types, detangling as you blow-dry to make styling quicker and easier from start to finish.
- **Detachable Head** - For glow-ups wherever you are, the lightweight, detachable head packs easily into weekend bags, suitcases or your everyday routine. Whether you're getting ready at home or on the move, it's always ready to give you that fresh blow-dry feeling.
- **Tourmaline Ceramic Coating** - Delivers 22% more shine and 36% less breakage⁵ for frizz free, healthy-looking hair you'll love to show off.
- **3 Heat/2 Speed Settings** - For full temperature customisation.
- **Customisable Styling** - Compatible with other One-Step™ head attachments (not included).
- **Fun unboxing experience** with a removable mirror for glow ups on the go and cute stickers to match your style.



Designed for low-effort, high-impact styling, it delivers that just-left-the-salon finish without the time, cost or complexity of a professional blow-dry.

So...when are you glowing up?

The Revlon One-Step™ Volumiser Glow will be available on Amazon with an RRP of £45 as of July 2026.

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#RevlonHairToolsInt #REVLONONESTEPTOGLOW

*RRP at retailer discretion

NOTES TO EDITORS:
¹The top-selling hot air styler RVDR5222 in units in 2022, 2023 and 2024, 2025 as reported by the GfK Panel Market Hitlist in Great Britain.
²Versus drying and styling separately.
³According to Nielsen IQ (NIQ) data, 2024.
⁴Sprout Social The 2026 Social Media Content Strategy Report - Consumer participants included 2,305 respondents across the US, UK and Australia who have at least one social media account and follow at least five brands on social media. The survey was conducted between October 6-16, 2025.
⁵Based on testing by an independent third-party lab.