

## CITYHEELS™ HIGH HEEL PROTECTION



### There's a new way to keep those high-heels fabulous!

CITY HEELS™ is a clear multi-layer protective film that seals high heels from scratches and dents in a discrete and fashionable way. The film consists of one soft base layer for impact absorption and a hard top coat layer for scratch resistance.

#### invisible super-strong removable film

Scratch resistant top layer  
Impact absorbing base layer  
Residue-free adhesive

It's hardly visible to the eye, but make no mistake: CITY HEELS™ is always there to protect against whatever dangers your shoes are exposed to.

#### Easy on the eyes, gentle on your shoes.

CITY HEELS™ is easy to apply. The thin, transparent and flexible film wraps tightly around the curves of your high heels and offers long-lasting protection for your shoes. But if you want, it can be taken off at any time.

The engineered polymer adhesive leaves no residue.

#### The story of City Heels

Like most great inventions, CITY HEELS™ came to life partly by accident. Inventor Carl Wedlin, who has a long experience in the plastics industry, reveals how it all came to be:

"My wife was complaining about how the heels of her shoes were ruined. I figured there should be a way to protect the heels using a plastic film. We came up with a two-layer solution: one layer to protect from scratches, and one to protect the shoe from impact. And as we began to look around it turns out we had come up with the best solution on the market! Looking back, it seems really obvious – and strange that noone thought of this before!"

For more information, images for download and a digital version of this pressrelease, please go to [cityheels.com](http://cityheels.com).

HEAD OF SALES & PRESS  
Viktoria Larsson  
[viktoria.larsson@cityheels.com](mailto:viktoria.larsson@cityheels.com)  
phone +46 760 106 265