



FOR IMMEDIATE RELEASE

TRACTENBERG & CO.  
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**IS YOUR HAIR A BORE?  
GO WILD THIS FALL WITH STREEKERS**

THINK: **Hair colors that are anything but boring.**

WHAT THEY ARE: **Wild things.** Mother Nature isn't the only one who can **turn heads with head-turning hues at the start of fall.** You can too with **Streakers, bright, bold temporary hair colors** that **transform your everyday color into something unforgettable.**

**Streakers** are unique hair colors that allow you to **play with dramatic and colorful hair shades safely and temporarily.** Created with **advanced technology** (it's not a mascara or gel as other temporary hair color formulas are), **Streakers** instantly bond liquid hue to the hair. The formula **looks and acts just like permanent hair color**, so you can brush your hair without dulling the shade or risking color flake-off.

**Streakers** are available in **8 vibrant shades** including:

**Red  
Pink  
Blue  
Purple  
Green  
Orange  
Yellow  
Ultra Violet**

HOW TO USE THEM: Apply the **Streakers** color(s) of your choice on small sections of dry hair, from the root to the tip. Allow to dry before brushing. Mousse, gel, and other styling products can be used prior to applying Streakers. Hair spray can be used over it. Colors are vibrant on blondes or blonde streaks and show as subtle highlights on darker hair. To remove color, simply shampoo as usual.

WHAT THEY COST: \$9.95 each

WHERE TO FIND THEM: Select salons and cosmetic specialty stores; ULTA; or via [www.streakers.com](http://www.streakers.com)

**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:  
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