

STREEKERS. *wild* WEEKEND™ hot colors for cool hair.®

FOR IMMEDIATE RELEASE

TRACTENBERG & CO.
KATE HALL
212.929.7979

LOOK LIKE A ROCKSTAR

No more *Misery Business* when coloring your hair. Go on a Wild Weekend with Streakers and mimic the vibrant look of Hayley Williams the lead singer of Paramore.



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, like other temporary hair colors). **Streakers** instantly bonds liquid hue to your 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.

How to get Hayley's Look

Alternate Orange and Red Streakers taking small sections of hair. Apply Streakers directly to dry hair from root to tip, in long strokes. Start with Orange and let it dry before applying Red. Yellow can be applied to the front of the hair and the bangs. After Streakers dries, brush to blend into a beautiful palette of colors ... just like Hayley's.

WHAT THEY COST: \$9.95 each

WHERE TO FIND THEM: Select salons and cosmetic specialty stores; ULTA; or via www.streakers.com

**FOR MORE INFORMATION, PRODUCT
IMAGES OR SAMPLES:
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