



For Immediate Release

Contact: Tractenberg & Co.
Kate Hall
212-929-2929

Have You Got The **Streakers** Spirit?

Actions speak louder than words and this September, use your head and show school spirit like never before by streaking your hair to match your school colors, with **Streakers** temporary hair color.

Is your mascot the Patriot? Get patriotic with **Red** and **Blue Streakers**. Routing for the Fighting Tigers? Streak your strands with **Orange** and **Yellow**.

Streakers leaves you stress-free with no need to worry about lasting effects. Each shade is a temporary hair color that's so easy to use. Now you can pop into the restroom and apply **Streakers** to your hair between English 101 and the pep rally... in no time at all.

The benefits:

- The instant, liquid color uses new, innovative technology to stay put without being flaky or waxy.
- The hair color actually attaches to each individual strand of hair, so hair is brushable. **Streakers** looks like permanent hair color but washes out. Mascaras and gels only coat the surface of hair and can't be brushed.
- **Streakers** allows hair to be brushed without dulling color or flaking off, and can be used over styling gel or wax, and followed by hairspray.
- **Streakers'** amazing technology actually allows the bright color to be brushed and styled, yet washes out of hair the first time it is shampooed.

This unique hair color comes in a compact, sleek bottle with a sponge-tip applicator to ensure neat, even application, and can fit in your purse, backpack or locker. **Streakers** is applied on small sections of dry hair from root to tip. Dries in just a few minutes. The blonder your hair, the brighter the color. Colors are vibrant on blondes or blonde streaks. The darker your hair, the softer the color. **Streakers** show as subtle highlights on darker hair.

Streakers is available in eight spirited, stay-true shades including:

- Blue
- Pink
- UltraViolet
- Yellow
- Orange
- Red
- Green
- Purple

Streakers retail for \$9.95 each and are available at select salons and cosmetic specialty