



FOR IMMEDIATE RELEASE  
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TRACTENBERG & CO.  
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**WHAT COLOR ARE YOU?  
EXPRESS YOUR PERSONALITY WITH STREEKERS**

**THINK: Let everyone see your true colors shining through.**

**WHAT THEY ARE: Colorful reflections of your personality.** We all love to express ourselves through clothing, accessories and even our makeup. However, there is one part of our image that we can **customize to flaunt our individuality** too – **our hair color**. But we're not talking about different shades of blonde, brown or red – we mean **bright, bold hues found in the rainbow**, the same shades found in **Streakers**. So go ahead, **pick the color that best captures you and get Streaking**.

So just what are **Streakers**? **Streakers** are a **unique hair color** that allows you to **easily and instantly bond liquid color to your hair, safely and temporarily**. Unlike mascaras or gels, the **advanced technology** of **Streakers** looks and acts just like **permanent hair color**, so you can brush your hair after **Streakers** dries, and it won't flake off. Your hair will be soft and the color remains vibrant.

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

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

**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. Mousse, gel and other styling products can be used prior to applying **Streakers**. Hair spray can be used over it. **Streakers** shades are vivid on blondes and 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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