



For Immediate Release

Contact: Kate Hall  
Tractenberg & Co.  
212-929-7979

## Halloween Hair Hues

Halloween is a great time to go crazy with color, and **Streakers** has just what you need to punch up hair color to complete a costume. **Streakers** are the perfect tool to temporarily add hot colors to hair. They wash out with shampoo so you don't look scarier than the night before when you have to wake up for school the next day.

With a rainbow of shades, **Streakers** allows you to change your look in an instant. Stepping out as a witch? Add Green streaks to your hair for a wicked look. Going punk? Add Pink, Purple and Blue for rockin' cool hair. Feeling like a classic pumpkin head? Try Orange!

The difference: **Streakers'** amazing technology actually allows the bright color to be brushed and styled, yet washes out of hair the first time it is shampooed. Now, there's no need for commitment...simply shampoo, rinse, and pick your next **Streakers** shade.

This unique hair color tool comes in a compact, sleek bottle with a sponge-tip applicator to ensure neat, even application, and is great to pop in your trick-or-treating bag to use on friends. **Streakers** is applied on dry hair, on small sections of hair, from roots to ends, and dries in just a few minutes. The blonder your hair color, the brighter the color. Colors are vibrant on blondes or blonde streaks. The darker your hair color, the softer the color. Streakers show as subtle highlights on darker hair.

**Streakers** is available in eight dazzling, 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 stores, ULTA stores or online at [www.streakers.com](http://www.streakers.com).