



FOR IMMEDIATE RELEASE

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**SPRING INTO STYLE WITH STREEKERS
TEMPORARY BRIGHT HAIR COLOR**

THINK: Flashes of brilliance. Streakers makes a **revolutionary temporary hair color that stays in until you wash it out**—the first choosable, usable makeup for your tresses.

WHAT IT IS: Chic streaks—when and where you want them. A slim, compact bottle with a sponge applicator allows you to **apply bright hues** to whole hunks of hair, or just a highlight here and there. **Streakers amazing technology creates an instantly bonding liquid color that actually attaches to the individual strands of hair**, so you can brush your hair without fear of the color dulling or flaking off. Unlike mascaras or gels, **Streakers looks and acts just like permanent hair color—minus the commitment.** Colors include: Ultra Violet, Orange, Pink, Green, Yellow, Purple, Blue, Red. The blonder your hair the brighter the color. Streakers shows as subtle highlights on darker hair.

WHAT IT MEANS: Color control at your fingertips. You can color your hair whenever you want, be it for an antic week, a wild weekend, a spectral night or just one brief shining moment.

WHAT IT COSTS: \$9.95

WHERE TO FIND IT: Select salons and cosmetic specialty stores, ULTA, or online at www.streakers.com