



For Immediate Release

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## ‘Tis The Season ...To Be A Streeker! Hot Colors for Cool Hair

Add some color to your hair this holiday with fun colors from **Streakers**.

Get everyone in the holiday spirit with **Red** and **Green Streakers**, true temporary hair dye in festive and fabulous shades. Shock your parents with shocking **Green** highlights. Make Grandma see **Red** when you show off bright streaks. But don't worry...because faster than your parents can threaten coal for your stockings, **Streakers** can be washed out of hair with just one shampoo.

**Streakers** is temporary hair color, so there is no need to worry about lasting effects. This instant, liquid color uses new innovative technology to stay put without being flakey or waxy. No messy colored gels or stiff spiky hair that will flake off if brushed. **Streakers** actually bonds to the hair so that it can be brushed and styled in any way. It can also be used over styling gel or wax, and followed by hairspray.

**Streakers** boasts amazing technology that stays put when dry, yet washes out of hair the first time you shampoo. So simply streak and go. There's no need for a hair color commitment.

This unique hair color tool comes in a compact, sleek bottle with a sponge-tip applicator to ensure neat, even application. **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 or highlights, the brighter the **Streakers** color will appear.

**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).