



FOR IMMEDIATE RELEASE  
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TRACTENBERG & CO.  
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**I ♥ TO “STREEK”  
CELEBRATE VALENTINE’S DAY WITH STREEKERS**

**THINK: Do something different and fall in love with your hair.**

**WHAT IT IS: Always reliable, always true, always guaranteed to give you compliments.** While we can’t guarantee that your Valentine will be all of those things, we can guarantee that **Streakers always will be.**

**Streakers** are **easy-to-use, temporary hair colors** that allow you to add **vibrant, unique hues** to your hair whenever you desire. They let you **express your personality** and **have fun with your style without the fear of commitment** (talk about a healthy relationship). Simply choose from these **8 shades**:

<b>Red</b>	<b>Pink</b>
<b>Blue</b>	<b>Ultra Violet</b>
<b>Orange</b>	<b>Green</b>
<b>Yellow</b>	<b>Purple</b>

Each **Streakers** shade comes in a compact, sleek bottle with a sponge-tip applicator that ensures a neat, even application every time. Unlike other temporary hair colors (such as mascaras or gels), **Streakers** hair color actually **holds on to each individual strand of hair** rather than just merely coating the surface. This unique point of difference allows you to brush your hair after application without dulling the color or flaking it off, yet it still **washes off with your next shampoo.**

With all these attributes, how can you not help but fall in love?

**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 before brushing. Mousse, gel and other styling products can be used prior to applying Streakers. Hair spray can be used over Streakers. After brushing, your hair is soft and the color remains vibrant. To remove color, simply shampoo as usual.

**WHAT THEY COST:** \$9.95 each

**WHERE TO FIND THEM:** Select salons and cosmetic specialty stores; ULTA Stores or via [www.streakers.com](http://www.streakers.com)

**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:**

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