



For Immediate Release

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Wild Weekend...Be A Streeker!
Hot Colors for Cool Hair

Do you want to punch up your hair color, do something outrageous, but still have your natural color back the next day? **Streakers** is temporary, vivid hair color with a difference.

With a rainbow of shades, **Streakers** allows you to change your look in an instant. Each candy-colored highlighting hue is true, temporary hair color. **Streakers** shows up vibrantly on blonde or highlighted hair, and as subtle highlights on darker hair.

The benefits:

- The instant, liquid color uses new, innovative technology to stay put without being flaky or waxy.
- The hair color actually attaches to each individual strand of hair, so hair is brushable. **Streakers** looks like permanent hair color but washes out. Mascaras and gels only coat the surface of hair and can't be brushed.
- **Streakers** allows hair to be brushed without dulling color or flaking off, and can be used over styling gel or wax, and followed by hairspray.
- The hot colors make for cool looks for everything from school spirit to prom night to wild weekends.

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. **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.