



FOR IMMEDIATE RELEASE

**TRACTENBERG & CO.
KATE HALL
REBECCA LEVY
212.929.7979**

**ANYTIME, ANYWHERE GRAY COVERUP
WITH COLORMARK**

THINK: On-the-go gray coverage.

WHAT IT IS: True, temporary hair color that travels with you. Your **gray roots can pop up anywhere** – on your family vacation, during a business trip or even on a romantic getaway. Fortunately, there's a **solution** you can stow away in your luggage – **ColorMark** instant gray root touch up.

ColorMark utilizes a **patented technology to bond real hair color to your strands** – instantly covering gray roots until your next shampoo or visit to the colorist. Unlike other products that claim to provide the same benefits, such as hair crayons and mascaras which merely coat the hair and flake off if brushed, **ColorMark** truly **attaches itself to the hair**, so that you can **comb and style as usual without worrying about it coming off**.

HOW TO USE IT: Slide **ColorMark's** skin-protecting comb under dry hair, as close to the skin as possible, and apply any of the **12 salon-quality shades** around the hairline and part, where gray roots are most noticeable. If you are between shades choose the lighter color.

WHAT IT COSTS: \$19.95

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

FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:

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