



FOR IMMEDIATE RELEASE

**TRACTENBERG & CO.
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**COLORMARK:
THE PERFECT PRODUCT FOR BABY BOOMERS**

THINK: As Baby Boomers age, gray hair booms.

WHAT IT IS: The easiest way to cover-up gray. Did you know that **female Baby Boomers account for 28% of the total female population in the United States?** That works out to be about **39 million women** – most of who are **waging a war against going gray and coloring their hair regularly**. And ask any Baby Boomer what the biggest downside to coloring her hair is and she will likely give you one answer – **how quickly her roots start to show**. Luckily, there is one product that **temporarily covers gray roots better than any other** – ColorMark.

ColorMark is the ideal solution for Baby Boomers who need a **quick and effective way to touch – up gray roots in between at-home or in-salon coloring**. It utilizes a **patented technology that literally bonds to the hair**. ColorMark is **true, temporary haircolor** that won't flake or rub off even after brushing (unlike other products such as hair crayons and mascaras that flake off). Available in **12, salon-quality colors** that match the most-often-used permanent hair colors on the market today. ColorMark provides undetectable results instantly (in fact, **the formula dries in just one minute**).

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

WHAT IT COSTS: \$19.95

WHERE TO FIND IT: Select salon and cosmetic specialty stores, ULTA, BeautyFirst, or by visiting www.colormarkpro.com

**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:
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