



FOR IMMEDIATE RELEASE

**TRACTENBERG & CO.
KATE HALL
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212.929.7979**

**FLAWLESS FALL BEAUTY
WITH COLORMARK**

THINK: The shades of autumn don't include gray. So keep that hue from coming through with **ColorMark**.

WHAT IT IS: **True, temporary color that gets right to the root of your problem.** This fall, no matter what color or cut you decide to try on for size, one thing is certain: **you can't let gray roots get in the way of your style.** That is why you need **ColorMark – the only instant liquid touch-up for gray roots.**

Perfect between color appointments, **ColorMark** utilizes patented technology to bond color to the hair and **instantly cover gray roots until your next shampoo.** Unlike hair crayons or mascaras that merely coat the hair and flake off, **ColorMark is the only temporary gray root touchup that stays on even after brushing** so you never have to worry about unwanted grays peeking through.

TO USE: 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.

WHAT IT COSTS: \$19.95

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

FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:

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