



FOR IMMEDIATE RELEASE

Tractenberg & Co.
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**GIVE THANKS FOR COLORMARK
THIS THANKSGIVING**

THINK: A silver lining in the fight against silver (and gray).

WHAT IT IS: Your hair's saving grace. Between all you have to do to prepare for Thanksgiving dinner – the shopping, the baking, the cooking – it's no wonder **you haven't had time to go the salon to touch up your grays.** Luckily, **ColorMark**, instant liquid hair color is here to lend a helping hand.

ColorMark is true, temporary hair color – not a crayon or mascara – that **literally bonds to your hair**, instantly **disguising pesky grays until your next shampoo or visit to the colorist.** And, unlike other formulas that merely coat the hair, **ColorMark will NOT flake or rub off even after brushing**, so **you can style your hair for the holidays** without the threat of gray peeking through. **Available in a cornucopia of salon-quality colors – 12 shades** in all to be exact – **ColorMark** is something for which you can truly be thankful.

HOW TO USE: Apply **ColorMark** to dry hair using the sponge-tip applicator. **ColorMark's** exclusive comb acts as a skin shield when applying around the hairline. Slide the comb under the hair as close to the skin as possible and then apply.

WHAT IT COSTS: \$19.95

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