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## Say Good Bye To Gray With ColorMark Instant Liquid Hair Color For Gray Roots

You color your gray to look young and vivacious, but your unsightly roots give away your secret. **ColorMark** lets you hide your gray roots...and your age.

**ColorMark** is the first instant liquid hair color for gray roots. With this easy-to-use real hair color, gray roots disappear seamlessly for a natural, flawless look. **ColorMark** utilizes a user-friendly foam wand that lets you cover your gray just where you need it – at roots, especially the hairline and part. Unlike crayons or mascaras that coat the hair with a waxy, flaky substance, **ColorMark** is true temporary hair color that bonds to the hair and stays put. By using **ColorMark** in between coloring, you can keep the feel of freshly colored hair longer.

### The benefits:

- *Technology:* The patented technology behind **ColorMark** uses certified temporary hair colors that actually attach to each individual strand of hair -- unlike mascaras and crayons that only coat the surface of hair and can't be brushed.
- *Color matched:* Each of **ColorMark's** 12 salon quality, temporary hair colors were created to match the best-selling permanent hair colors, so you can find your perfect match.
- *Mistake Proof:* **ColorMark** utilizes a sleek, soft tip sponge applicator to ensure easy coverage.
- *Fast Results:* **ColorMark's** unique formula dries in just one minute.

### The difference:

- **ColorMark** won't flake or look greasy like hair mascaras and crayons. It can actually be brushed through after application, can be used over styling gels and mousse, and hair spray can then be applied over it.
- **ColorMark** shampoos out, because it is temporary hair color. Since it does not penetrate the hair shaft, it does not affect permanent color and is easily removed.

### To Apply ColorMark:

Apply on dry hair. Use light, short strokes around part. At temples and hairline, slide the **ColorMark** comb under the hair, as close to the scalp as possible, then apply. The comb acts as a skin shield when applying **ColorMark** around the hairline.

**ColorMark** retails for \$19.95 each and is available at select salons and cosmetic specialty stores, or online at [www.colormarkpro.com](http://www.colormarkpro.com).