



FOR IMMEDIATE RELEASE

Tractenberg & Co.
Kate Hall
212-929-2929

A GRAY-FREE SUMMER WITH COLORMARK

THINK: Go away but don't worry about the gray. Make sure to pack **ColorMark** this summer.

WHAT IT IS: Vacation salvation. You've finally done it. Gone on that long overdue vacation - that summertime hiatus that you've always dreamt of. There's just one problem. That means you're also taking a break from seeing your colorist and pesky little grays roots are starting to show up. The solution? **ColorMark, the only instant liquid touch-up for gray roots.**

ColorMark is true, temporary hair color that utilizes patented technology to bond color to the hair and **instantly cover gray roots until your next shampoo or visit to the colorist.** 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 salons and cosmetic specialty stores, ULTA, or by visiting www.colormarkpro.com