

SFOR IMMEDIATE RELEASE
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TRACTENBERG & CO.
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**SOLVE THE ROOT OF THE PROBLEM
WITH COLORMARK**

THINK: **First-day, salon-perfect roots, everyday.**

WHAT IT IS: **Good bye grays.** Ever notice how gray roots just creep up on you? And almost always at an inopportune time like right before an important event, or while on vacation? Fortunately, there's an **ally in the fight against never-ending, growing-in grays: ColorMark, the only instant liquid touch-up for gray roots.**

ColorMark takes the worry out of waking up to gray roots by giving you **the power to cover them up (temporarily) like a pro.** That's because **ColorMark is true, temporary hair color** that utilizes patented technology to bond color to the hair, **instantly covering gray roots until your next shampoo or visit to the colorist.** Unlike hair mascaras or crayons that merely coat the hair and flake off if brushed, **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. If you are between shades, choose the lighter color.

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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