



Hair Today

Changing The Way Women View Hair Color

(NAPS)—When it comes to covering gray, women want the freedom to experiment with hair color without worrying about damaging their hair.

According to the Mintel Black Hair Care Report, 75 percent of African-American women have relaxed hair, but, primarily due to fear of damage, only 33 percent use hair color. This fear of damage keeps many African-American women from changing or enhancing their hair color. Additionally, when it comes to covering grays, many women are dissatisfied with the results in terms of the scale of coverage and how long their color results last.

To meet the needs of African-American women, Clairol Professional has developed a revolutionary semi-permanent hair color that tackles those stubborn grays and is also gentle enough to use the same day as a relaxer. New Beautiful Collection Advanced Gray Solution is a semi-permanent hair color that covers more gray hair longer compared to Moisturizing Color and leaves hair feeling moisturized and full of healthy shine. With no ammonia and no peroxide, it's gentle enough to relax and color the very same day.

"Hair is and has always been a top-ranking asset among African-American women of all ages for expressing individuality and personality," says Tippi Shorter, celebrity colorist. "Advanced Gray Solution allows women the creative freedom—and confidence—to experiment with color without the fear of subjecting their textured or chemically treated hair to further damage."

The product's one-of-a-kind



New hair color products are gentle enough to relax and color the very same day.

SynAIRgy™ technology enhances natural color and provides full-scale gray coverage by depositing rich tones that last up to twice as long, compared to Moisturizing Color.

The no-ammonia, no-peroxide hair color is available in five shades in blonde, brunette and red and lasts up to 12 shampoos.

Gray to Gorgeous Challenge

To encourage women to unleash their radiance and discover the benefits of this collection, Clairol Professional is hosting the "Go from Gray to Gorgeous Challenge." Women are invited to submit a 100-word essay describing their "Gray to Gorgeous" experience. Entrants will also upload transformative before and after photos.

The winner of the Challenge will receive a grand-prize trip for two to the 26th Annual Chicago Gospel Music Festival in summer 2010. Contest ends June 15, 2009 and winner will be announced in July 2009. For official contest rules and more information, visit www.clairolpro.com/gorgeous.