



Toronto: May 3, 2007

For Immediate Release

THE MIXER™ ROOT TOUCH-UP LAUNCHES AT DOUGLAS COSMETICS MAY, 2007

An order from Douglas Cosmetics in the United States represents a significant milestone in the marketing of their root touch-up hair product, *The Mixer*™, for Ruth Stern and Pauline Ashworth, Principals of Colour Revolution.

The partnership between Colour Revolution and Douglas Cosmetics started in 2006 as a result of exceptional media coverage of *The Mixer* in both trade and consumer publications. Douglas was one of the first retailers to express interest in this new and exciting product and a telephone call was the connection that brought the two parties together. After subsequent meetings, Douglas Cosmetics placed an order for its 13 U.S. stores, twelve of which are located up and down the Eastern seaboard and one in the state of Georgia.

Ms Stern and Ms Ashworth will travel to all store locations to provide product knowledge sessions on *The Mixer* for Douglas beauty advisors. In addition, Colour Revolution has designed and produced a deluxe point-of-purchase display specifically for the Douglas stores. With sleek, stylish lines and modern design, the display is made in metal in a 'burnt penny' shade and features a mirror and unique retractable hair swatches enabling customers to compare one of the six *Mixer* shade against their hair line or temples. Priced at \$26 *The Mixer* will be available at Douglas stores at the end of May, 2007.

"When we first came up with the concept of a root touch-up hair product, we decided that it would be positioned as a luxury beauty item rather than just another over-the-counter hair colour," says Ruth Stern, President & Managing Partner. "And as such, we have kept to that principle by developing a product that is first-rate in every way and a perfect match for the sophisticated, trend-savvy taste of the Douglas customer. *The Mixer* is unique because it requires no pre-mixing and the colour is permanent. It's as easy to use as a pen and its perfect, permanent color matching formula will give salon-professional results."

-end-

Website: www.colour-revolution.com

Media Contacts -- Canada: Celia Love 905-513-1889 / celia@blessingtonlove.ca

United States: Alison Mazzola Communications 212-755-2100 / fax: 212-755-8723 / e-mail: alisonmazzola@aol.com