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## Stellar Performance by 'The Mixer' Leads to Continued Success for Colour Revolution

Launched less than a year ago, Colour Revolution's revolutionary new root touch-up hair product, The Mixer™, continues to make news as media interest gives it visibility to thousands of consumers across North America. Seen recently on Canada's City Line show and on America's popular Tyra Banks Show (and recommended by the show's celebrity hair stylist, Edward Tricomi of the Warren Tricomi Salon), 'The Mixer' is starting to take root in people's viewing consciousness!

'The Mixer' has also been featured in numerous North American fashion and beauty magazines, in trade publications, and sampled to celebrities through gift bags distributed at star-studded shows such as the GRAMMY® Awards and the Oscars®. And Colour Revolution principals, Ruth Stern and Pauline Ashworth have had their own taste of celebrity after receiving a prestigious 'Rising Star' Finalist Award in the category of Beauty/Fragrance Entrepreneur from Fashion Group International in New York City.

'The Mixer' is unique because it requires no pre-mixing and the colour is permanent. There's nothing like it in the marketplace! The design of the patent-pending, efficient, dual-chamber applicator was done in collaboration with industrial engineers and the manufacture of the colour, by a company recognized for its state of the art production and quality control systems as well as the brand name hair colour products it produces. The end result is an innovative salon quality product in a range of six shades for women and three for men. 'The Mixer' is as easy to use as a pen and its perfect, permanent color matching formula will give salon-professional results.

"Pauline and I are both thrilled by the success we have had so far and that our concept for developing a 'real' and easy answer to a persistent problem has been so well received," says Ruth Stern, President and Managing Partner. "This reaction gives profound meaning to the leap of faith we made four years ago when we committed to the development of 'The Mixer'."

As a result of aggressive marketing tactics and strong media attention, online orders for 'The Mixer' are building every day and coming in from as far away as a US army base in Germany. Retail partnerships are being forged and sales networks established with retailers in North America, Europe and the Orient. Ms Stern and Ms Ashworth seem to be destined for heightened success as they continue to prove that even an entrepreneurial company can achieve a big reputation in the complex world of commercial beauty.

Priced at \$26 The Mixer is available online at [www.colour-revolution.com](http://www.colour-revolution.com), at Clyde's on Madison Avenue in New York City, and in Toronto at Toronto Barber & Beauty Supply Ltd stores and at the Robert Gage Salon.

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For further details or to book interviews with Ruth Stern or Pauline Ashworth please contact:

Canada: Celia Love

905-513-1889 / [celia@blessingtonlove.ca](mailto:celia@blessingtonlove.ca)

United States: Alison Mazzola Communications

212-755-2100 / fax: 212-755-8723 / e-mail: [alisonmazzola@aol.com](mailto:alisonmazzola@aol.com)