



Toronto: December 22, 2006  
For Immediate Release

## THE MIXER ARRIVES AT CLYDES IN NEW YORK CITY

Colour Revolution's revolutionary new root touch-up beauty product *The Mixer*<sup>™</sup> is now available at New York's prestigious Clyde's Pharmacy Department store on Madison Avenue.

Looking down the aisles of this famous store, *The Mixer* positively jumps off the shelves as its smart turquoise and brown packaging is easy to identify. Because the box is slim, sleek, and sophisticated, *The Mixer* stands out in a sea of other brand name beauty products. But more than just excellent packaging, the product is designed for people who live a fast-paced life and who have better things to do than going to the salon to get her (or his) roots re-done in between regular cut and styling appointments.

As with all product innovations, the story of *The Mixer* began with the personal frustration experienced by both partners who are successful business women with full, active lifestyles and little time to spare. Part of their routine is regular visits to the hair salon for colour treatments and the challenge became how to fit these visits into an already busy schedule. They knew there had to be a better way of taming the grey, touching up root re-growth and extending the time between salon visits -- hence the development and creation of *The Mixer*.

"We have put our heart and soul into the creation of *The Mixer* and we know that it works like a dream," says Ruth Stern, President and Managing Partner, Colour Revolution. "The men in our lives have tried it and now they too have their very own *The Mixer*."

The design of the patent-pending, efficient applicator for *The Mixer* was done in collaboration with industrial engineers, and the colour formulated 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 Mixer* comes in six shades for women and three for men – it's as easy to use as a pen and its perfect, permanent color matching formula will give salon-professional results.

Priced at \$26 *The Mixer* is available online ([www.colour-revolution.com](http://www.colour-revolution.com)), at Clyde's Pharmacy in New York City, the Robert Gage Hair Salon in Toronto, and will soon be sold through selected retailers and exclusive spas across North America.

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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)