



For Immediate Release
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COLOUR REVOLUTION'S *THE MIXER*® MAKES ITS DEBUT AT THE GRAMMY® AWARDS!

The Mixer is included in the **Official Talent Gift Basket** at the 49th Annual GRAMMY Awards

What a way to make an entrance! ***The Mixer***, a revolutionary new root touch-up product made for men and women, is one of the exclusive products that will be included in this year's Distinctive Gift Basket given to Presenters and Performers at the GRAMMY Awards ceremony on February 11, 2007, at the Staples Center in Los Angeles.

The opportunity to participate in the GRAMMY Gift Basket came as a result of an approach made by Distinctive Assets, an LA-based entertainment marketing company, who for the last six years has been contracted by The Recording Academy to produce Talent Gift Baskets and the Gift Lounge for the GRAMMYS. Impressed with Colour Revolution's press release on the web, a representative from Distinctive Assets invited Ms Stern and Ms Ashworth to consider being a part of this high profile marketing opportunity. Colour Revolution's contribution to the GRAMMY Gift Basket will be a beautifully crafted and personalized gift box that will include all six shades of ***The Mixer*** together with an exquisite hand mirror.

"We feel that this is the start of a completely new and exciting way for us to get the word out about ***The Mixer***," says Pauline Ashworth, Managing Partner. "There can be no better vehicle for us than to be sampled by some of the world's top celebrities. If they like ***The Mixer***, then the word will get out to other important influencers, making a new product like ours a top-of-mind and must-have beauty item."

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

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