



colour REVOLUTION inc.

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Simplifying the application of hair colour.

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FOR IMMEDIATE RELEASE

The Mixer™ : A New Beauty Product and a Revolution in Root Touch-Ups

Touted by the trade and consumer media as “Roots on the Go” (Women’s Wear Daily, July 28); “Root Buster” (Wish Magazine, November), and a “Red Hot Invention” (Redbook, December issue), **The Mixer** by Colour Revolution has made a significant impact since its launch in July of this year. North American fashion, beauty and lifestyle magazines have featured the product in fall 2006 issues with much more to come in 2007.

So why all the fuss about another root touch-up product? The answer is that **The Mixer** is unique. It fulfills a need for many consumers, particularly ‘Boomers’, who with the onset of grey roots are searching for a fast, easy and practical root touch-up that will look professional and last in-between salon visits. **The Mixer** doesn’t require fiddly pre-mixing like other similar products and it’s non-drip so there’s no mess. Available for men and women the product works on natural root re-growth and is the perfect travel accessory for people on the go. The packaging in aqua and chocolate is extremely tasteful; the price is right, and so far, the company’s promotion strategies have reaped bountiful press coverage and growing web sales.

Ruth Stern and Pauline Ashworth, partners in Colour Revolution and the driving force behind this new beauty product, are very excited with the reaction received so far. After three years of research, development and sourcing the best in the business to produce **The Mixer** their current success is everything they were hoping for and more. The partners have just been nominated for the distinguished Fashion Group International’s “Rising Star Beauty/Fragrance Entrepreneur” Award, an honour that was completely unexpected, but an additional highlight to their accomplishments to date.

“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 three years ago when we committed to the development of **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 and the exquisite packaging presents a sleek image that immediately sets it apart as being a unique, high quality and superior beauty item. In other words ... **The Mixer** is 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 at www.colour-revolution.com. At retail, product is sold at Clyde’s Pharmacy in New York City and in Toronto at the exclusive Robert Gage Salon. **The Mixer** will soon be available through selected retailers and exclusive spas across North America.

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

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