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IT'S FINALLY HERE – A PERMANENT HAIRCOLOR WITHOUT DAMAGING CHEMICALS Color By Robert Craig Delivers Natural-Looking, Healthy Hair In A No-Damage Formula

What's a girl to do if she doesn't want major chemicals lousing-up her luscious locks? Don't despair, Color by Robert Craig, is a new, gentle permanent hair color developed without a trace of harmful agents like peroxide, ammonia, alcohol, perfume or resorcinol. At home hair colors can contain over 40 different ingredients/chemicals. Color by Robert Craig contains, on average, 11 essential ingredients to, go a few shades darker, tone down highlights, create lowlights or cover grays. The innovative technology developed for the line is highly effective so that color will not wash or fade away, however it's gentle enough so that that it won't damage the structure of the hair.

The line was developed by Robert Craig, one of the top hair color artists in the country. Having spent twenty years working in his New York City salon, Robert heard a great deal of frustration from many of his clients. Both men and women who were not interested in a major color change did not like putting damaging chemicals on their hair, so Robert set out to find a solution. After five years of testing and development, Robert found what he was after, a hair color that contained less chemicals than other products allowing a more gentle coloring experience.

Color by Robert Craig retails for \$9.99 and is sold via the company's website, **www.robertcraig.com**, or by calling the toll free number, **1-800-917-2566**. It is available in 20 intermixable, luxurious shades plus a special Clear Color to add shine or fine-tune the other colors. The line is water-activated, which means that there is no separate chemical developer to worry about. Because there is no ammonia or peroxide, Color by Robert Craig does not have the unpleasant odors associated with typical hair colors. Without these damaging chemicals, color fades less and slower even in the sun and chlorinated water. Plus, the built-in-conditioners leave hair shiny, silky to the touch and tames the wiry hair that come with grays. So to cover grays, turn grays into highlights, go a few shades darker, tone down highlights or create lowlights, Color by Robert Craig is the clear choice. In addition to hair color, Robert Craig offers a variety of hair color and hair care products including: the Ultra Blonde Highlight Kit, Clear Color Hair Color, Colorfix Hair Color Remover, The No More Bad Hair Days Kit and a full line of shampoos, conditioners and styling products. Visit the Robert Craig website for more product information as well as hair color and hair care tips: <http://www.robertcraig.com>.



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