



November 1, 2007 - Luring Locks



Sexy: Lustrous, silky locks begging to be touched
Not so sexy: A dehydrated, frizzy mop as a result of too many dye jobs

Sexy: Shiny, rich and natural-looking hair color
Not so sexy: Dull, striped highlights expressing your inner skunk-look

Sexy: At-home color kits that look like professional jobs

Not sexy: Shelling out a couple hundred dollars for a dye job that looks like the one your best friend gave you in the ninth grade. Yikes.

Sexy is the **HC Color System**, a unique, at-home hair coloring kit and the formula for a sexy mane. The HC Home Colorist System gives you salon-like results in the comfort of your own home.

If you are weary about at-home color kits, rest assured, the kit is mistake-proof. It includes a patented highlighting tool, applicator tips, color solution, color cream, bleach booster, a pintail comb, protective cape and gloves, hair clips and even an instructional styling guide and DVD if you're a hair color first-timer.

Here's what makes HC Color unique: HC Color is the only hair product on the market that contains Acai, a Brazilian fruit rich in antioxidants, that hydrates your hair and keeps your color fresh.

For more information on how to achieve an eye-catching head of hair, visit **HCColor.com**.