



## INTRODUCING FEKKAI SALON COLOR™

The First Premium At-Home Brush-On Permanent Hair Color Collection  
From the Leader in Luxury Hair Care: Frédéric Fekkai

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Frédéric Fekkai, the leader in luxury hair care, is pleased to introduce **Fekkai Salon Color™**, a revolutionary premium hair color collection that offers salon-quality results at home. For the first time, Fekkai has entered the realm of at-home hair color offering a selection of beautiful, naturally hued shades. With 20 signature colors to choose from, finding a perfect shade has become easier than ever. Created through the artistry of top Fekkai colorists at the world-renowned Frédéric Fekkai Salons, these multi-dimensional, custom blended shades guarantee that every woman can achieve that just-stepped-out-of-the-salon color at home.

**Fekkai Salon Color** offers long lasting color with complete gray coverage for healthy, vibrant color at home that is never flat or inky. With its exclusive *pre- and post-conditioning treatments*, this unique at-home hair color system *improves the overall health of the hair*, ensuring beautiful hair color and unparalleled hair health. According to Fekkai clinical studies, testers experienced 40% more softness, silkiness and shine to the hair after using **Fekkai Salon Color!**

Incorporating a unique *professional bowl and brush application method*, **Fekkai Salon Color** offers users the key to achieving salon quality results by reaching every strand for consistently vibrant, flawless color. With a rich formulation and an invigorating scent, **Fekkai Salon Color** ensures a luxurious at-home application that only Fekkai products can deliver.

*“The best hair color looks like it was never colored at all,” says Frédéric Fekkai. “That’s why I developed **Fekkai Salon Color** to ensure that all women have natural, vibrant color that is easy to apply, easy to wear and most of all, designed to flatter.”*

### What is so revolutionary about Fekkai Salon Color?

- **THE TECHNIQUE:** A professional *bowl and brush* system provides thorough blending, and controlled, even color application and distribution for a salon-like experience and result.
- **THE SHADES:** *20 vibrant, multi-dimensional, natural-looking shades* developed exclusively by the color experts at the prestigious Frédéric Fekkai Salons.
- **THE RESULTS:** Leaves hair in better condition than it was prior to coloring with 40% more softness, silkiness and shine with complete gray coverage.

### Why the bowl and brush?

- The color crème formula is so thick and rich, it can only be mixed and applied using the bowl and brush – the way they do it in the Frédéric Fekkai Salons.
- More thorough, even mixing of formula.
- Better color adhesion and coverage.
- More controlled, even, drip-free color application.

### This breakthrough at-home color collection consists of three easy steps:

- **STEP ONE - PRE-TREAT:** A protein-rich treatment provides targeted repair so hair ends and dry sections do not become oversaturated with color. Allows for even color absorption.
- **STEP TWO - COLOR:** Blend and brush-on a rich crème formulation containing the most luxurious, exotic butters for vibrant shine and rich moisture. This triple conditioning complex of **Olive, Illipe and Lemongrass Butters** softens, nourishes, and provides extra manageability. Technologically advanced dyes penetrate the cuticle, providing lasting color and coat the hair shaft for added vibrancy. A soothing complex of **Rosemary, Lavender, Nettle and Clove Flower Extract** helps calm and soothe the scalp. **Humectants** and conditioning agents like **Olive Oil** lock in moisture and shine.



- **STEP THREE - POST-TREAT:** A deep-conditioning formula softens and smoothes the hair providing an extra boost of shine. Conditions hair post-color for healthy, straight-from-the-salon shine and vibrant luster.

**Product Features:**

- First luxury at-home permanent color that offers salon-quality results.
- First professional bowl and brush system for thorough blending, controlled, even color application.
- First color crème formula that is so rich and conditioning that it can only be brushed-on.
- Multi-dimensional, vibrant shades developed exclusively by Frédéric Fekkai Salon colorists.
- Adds 40% more softness, silkiness and shine with complete gray coverage.
- Kit includes professional tools including application brush, mixing bowl, protective gloves and step-by-step instructions and expert tips from Frédéric Fekkai.
- Fine fragrance blend of citrus, pomelo, cherry blossom, and blonde wood.
- Dedicated toll-free consumer call line 7 days a week and email service.
- Informative Fekkai web site provides shade selection and color application tips.

**Kit Contents:**

Fekkai Salon Color Kit (one application) includes Pre-Treatment, Developer, Colorant Crème, Post-Conditioner 3 Minute Mask, Protective Gloves, Application Brush, Mixing Bowl, Step-by-step Instructions and Exclusive Tips from Frédéric Fekkai.

**20 Luxurious Fekkai-fabulous Shades:**

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|------------------------------------|---|
| 2N – Soft Black – Diana            | 8W – Medium Golden Blonde – Melisse     |
| 3N – Darkest Brown – Lyn           | 8N – Medium Blonde – Christie           |
| 4W – Dark Golden Brown – Lara      | 9W – Light Golden Blonde – Carla        |
| 4N – Dark Brown – Jennifer         | 9N – Light Blonde – Mia                 |
| 5W – Medium Golden Brown – Natalie | 10W – Very Light Golden Blonde – Ashley |
| 5N – Medium Brown – Juliet         | 10N – Very Light Blonde – Grace         |
| 6W – Light Golden Brown – Cindy    | 6R – Copper – Lucy                      |
| 6N – Light Brown – Jaclyn          | 7R – Medium Auburn – Audrey             |
| 7W – Dark Golden Blonde – Elle     | 8R – Light Auburn – Eva                 |
| 7N – Dark Blonde – Brooke          | 9R – Copper Blonde – Rita               |

**Product Availability:** Launching August 2008 at Bloomingdale's.

**Suggested Retail Price:** \$30.00

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**About Frédéric Fekkai & Co.**

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons. For more information visit: [www.fekkai.com](http://www.fekkai.com)