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HAIR IMITATES ART IN MIXED MEDIA, COLORWORKS' NEWEST COLLECTION

Individuality, luxury and sophistication shine through in new looks

Vienna, VA -- August 26, 2005 – ColorWorks today announced the release of "Mixed Media," a new compilation of looks in which quality, luxury and flexibility become one. Rich blondes, browns and reds were used by ColorWorks Artistic Team, to create multi-dimensional styles that are just as urbane as they are versatile.

Each concept combines versatility and individuality, seamlessly transitioning from sunrise to sunset and fitting any setting from the corporate boardroom to a black-tie gala or night on the town.

ColorWorks sought inspiration from the intricacies and unique beauty found in art. Using paintings, sculptures, architecture and photography as motivation, they created lavish looks of luxury that encourage women to place hair at the top of their must-have list of posh accessories.

"Smart, sexy, strong – whatever your personal style, 'Mixed Media' holds something for you. The vision is a collection of looks that can be customized to capture the unique personality of the individual," said Tracy Guthrie, National Artistic Leader for ColorWorks, whose expertise was displayed as a finalist at the 2004 North American Hairstyling Awards (NAHA).

Discover the intricate brushwork found in PAINT...

ColorWorks' Artistic Team used a painter's smooth brush stroke as their guide when creating "Paint." In achieving Nadia's look, the Colorists added both sparkle and dimension by softening her naturally blonde hair to make it brighter and lighter. They then added punch, using a Balayage technique, painting random strands with a very light blonde to create soft contrast and added dimension.

To finish Nadia's hair, the Colorists added subtle volume at the scalp while blowing the hair dry. To add bounce to her naturally straight hair, they set it with large hot rollers, then brushed it into soft waves for a glamorous finish.

...the brilliant play on light and shadow captured in PRINT

Inspired by photography, ColorWorks used the "Print" concept to create dimension and evoke emotion. Noemi's naturally dark brown hair was enhanced with rich tones of chocolate. Warm,

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dark cinnamon and medium golden brown were then added for visual depth without creating obvious streaks of color.

To finish Noemi's look, the Colorists let her hair dry naturally using a generous amount of leave-in conditioner and a soft hold gel to enhance the curl. Once the hair was dry, a shine serum was applied to the ends to help define the curls and ensure a flyaway-free style.

...the diverse opportunities for self-expression created with SHAPE

The "Shape" concept was inspired by the crisp perfection of architectural geometry as well as the stunning beauty of the finished structure. To accentuate Marta's playful personality, the ColorWorks Artistic Team dreamed up a look filled with hidden secrets. Using butterscotch and warm caramel tones, the Colorists added sections of color that peek through the outer layers of hair to add an element of surprise. Marta's medium brown hair was then enhanced with a milk chocolate tone.

The Colorists finished the style by blow-drying with a round brush to add soft volume and texture. The result is hair that invites you to touch and run your fingers through it.

...the soft melding of color carved in STONE

The art of sculpting created the foundation for "Stone." The ColorWorks Artistic Team examined the intricacies of stone subtly revealed when a sculptor carves, and the colors that fuse into incredible beauty.

To create Tammy's soft look, free of hard stopping and starting lines, the Colorists used a combination of medium sunny red-browns and very dark, rich red-browns. The result was a seamless, high-shine finish that imitates nature's splendor.

Tammy's curls were controlled and enhanced by defining and separating them, then encouraging them to collide for a soft, voluminous finish that can be super casual or highly elegant.

Capture this season's hottest trends...

Extreme lengths took center stage when ColorWorks incorporated this season's trends into styles that also demonstrate the flexibility of 'Mixed Media.'

"'Mixed Media' allows our clients to be at the head of a trend instead of a cookie-cutter version of last season's celebrity styles. The best part is that they can do it *their way* – very long, very short, or somewhere in-between," said Tammy Madison, National Education Leader for ColorWorks.

The Colorists used a different take on the "Paint" concept to create Amanda's look, which is also an example of long length to the extreme. Using a combination of medium warm-browns and dark red-browns, the Colorists painted random sized and shaped strands into Amanda's naturally dark brown hair for a look that has a non-streaky, non-highlighted feel, but still enough variety in tone to add a bit of mystery.

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ColorWorks finished Amanda's look by using a curl-boosting cream to set the hair in very random sections. Once dry, they touched up individual strands as needed with a medium-barrel curling iron.

Sheena's short style displays the other end of the extreme lengths spectrum, and another version of the "Print" concept. Using very soft contrast, the Colorists added depth while maintaining a high-impact result. A combination of very pastel blondes was used and anchored with a subtle amount of softer, more natural medium blondes for a look where the color pops and the hair appears to have multiple layers of thickness.

To finish Sheena's style, ColorWorks first applied a medium control volumizer to the hair, then used a Denman brush to blow it dry. Once dry, they applied a small amount of lightweight polishing milk for shine and definition.

Credits:

Hair: ColorWorks Artistic Team

Makeup: Deborah Genova

Photography: Steve Earle

Wardrobe: Barbara McConaghy

About ColorWorks:

With color services influenced by fashion and designed for individuality, ColorWorks Salon fills an exclusive niche in the color services market. Clients are uniquely served by expert Colorists including a North American Hairstyling Awards (NAHA) finalist, in-salon Color Directors and an industry-leading 21 American Board Certified Haircolorists (ABCH). With seven locations on the East Coast, ColorWorks is a division of Ratner Companies, based in Vienna, Virginia. For more information, visit www.colorworkssalon.com.

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