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FOR IMMEDIATE RELEASE

Product News: Professional Haircolor Launch

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LAUNCH OF STRANDS HAIR COLOR WITH ARGAN OIL AND KERATIN: NEW 62-SHADE PERMANENT CREAM COLOR WITH LOW & NO AMMONIA CREATED BY INDUSTRY PRO, INNOVATOR MIRELA MARINESCU.

Palm Desert, CA — Professional colorists now have some fresh new options to discover with the national launch of STRANDS Permanent Cream Hair Color. Exclusively formulated with Argan Oil and Keratin for rich color and lasting shine and coverage, STRANDS is the brainchild and practical passion of respected industry pro, Mirela Marinescu, company Founder and CEO.

An innovative and successful owner of salons, spas and schools for 25 years, Mirela was long experiencing along with her staff some 'missing gaps' in their major established color lines (*no line is perfect!*). Mirela's solution: fill in the gaps by introducing her own affordable quality color line that offers new formulas, true shades and consistent results – and then share it with her fellow professionals!

Headquartered in Palm Desert, CA, the STRANDS Company and its brands have been focused to date on West Coast outreach and distribution. So far, colorists have been giving STRANDS a 'thumbs up' for its vibrant color, superb conditioning and lasting high shine (attributed to Pure Micro Pigments and Argan oil). With over 60 shades, the STRANDS Hair Color collection (in tubes) features REFLEXIONS™ Permanent Low-Ammonia offering 35 shades, and COLOR LUST™ Permanent Ammonia-Free formula with 27 shades available.

Mirela Marinescu points out that STRANDS is not a big color company, but rather a prestige boutique line that never compromises on quality and backs up its products with customer service, client color satisfaction, ongoing education and consistently beautiful color results you can count on.

Says Mirela: "I discovered the original established color technology in Italy and was very impressed. For the last 3 years, I have been working closely with the formulators there to adapt and create permanent color formulas exclusively for American color professionals and their clients. Finally, the new formulas met my critical standards and then, passed the 'acid test' of my own staff and their clients. I decided to name the line 'STRANDS' and am very excited to introduce the line on a national basis to my peers in the industry."

Professionally trained in Romania and then Paris before moving to the U.S., Mirela adds that STRANDS is part of her American dream, combining her penchant for cosmetic chemistry with her passion for color.

From Paris to Palm Desert, CA, Mirela currently owns the prestigious Mirela's Spa du Jour in La Quinta, CA (a full service spa/salon), a skin care boutique (Mirela & Associates Skin and Body Care), a distributorship (Beauty 4 Pros) and the respected International School of Beauty in La Quinta and Indio. The launch of her STRANDS Hair Color line is her most recent example of *'being dedicated to helping other professionals discover what I have to make their professional life better'*.

For more information about STRANDS Permanent Cream Hair Color, visit: www.strandscolor.com

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