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BACK BY POPULAR DEMAND!
KERACARE® COLOR CARE TRAVEL KITS!

Chicago, IL (July 11, 2005) – When the weather turns from frigid to friendly, ditch the drab winter hair color and unleash the fresh and funky you! Avlon Industries Inc., not only has the best in hair color with their MoisturColor® permanent and semi-permanent color lines, they have the best in color care too!

Maintaining your hair between salon visits used to be a difficult task but now KeraCare® makes it possible! With the KeraCare® color care maintenance products, vibrant hair color can last longer without sacrificing moisture content. A unique fusion of ingredients protects hair from the fading and dulling effects of UV rays and other environmental stresses. Avlon's innovative Fiber Strengthening Complex (FSC) increases elasticity and tensile strength preparing strong healthy hair for future chemical applications.

For a limited time, Avlon offers a conveniently pre-packed kit with miniature KeraCare® Color Care maintenance products. The KeraCare Color Care Travel Kit can easily fit inside your suitcase or overnight bag. Perfect for those consumers on the go!

KeraCare Color Care Travel Kits can be found at fine salons nationwide. Call 1-800-33-AVLON or visit us on our *new redesigned website* at www.avlon.com for distributors near you!

Kit includes the following:

KeraCare® Moisturizing Shampoo for Color-Treated Hair – 2 fl. oz
KeraCare® Moisturizing Conditioner for Color-Treated Hair – 2 fl. oz
KeraCare® Silken Seal Liquid Sheen – 1 fl. oz
KeraCare® Leave-In Conditioner – 0.5 fl. oz

Suggested Retail Price: \$10.25

Actual Retail Value: \$15.45

** Product shot is available upon request. If publication needs to shoot the actual product, please contact Candace Morrison and have the product shipped to you.*

In addition to nationwide distribution throughout the United States, Avlon now has international customers: Canada, The United Kingdom, France, Holland, Belgium, Spain, Saudi Arabia, Trinidad, The Virgin Islands, French Guyana, Central America, Brazil and East Africa.

For more information, contact Avlon Industries at (800) 332-8566. Website is www.avlon.com.