

## ***Introducing Colorbar's ultimate hair care color for intense color and lustrous shine***

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*If you are looking for a high-performing, no ammonia and paraben-free hair color for a perfect makeover or to cover your greys, you are at the right place! Colorbar Cosmetics introduces its newly launched 'Ultimate Care Hair Color' to amp up your fashion quotient along with adding lustrous shine to your hair.*

*Enriched with the goodness of a **blend of 3 oils - almond, olive, and an ayurvedic mix**, the Ultimate Care Hair Color deeply nourishes and strengthens your hair with a dramatic and powerful touch of colour that suits every Indian skin tone. The Ultimate Care Hair Color comes in a range of **6 gorgeous shades priced at INR 475**, perfect to fit your monthly haircare regime.*

*Achieve a rich, radiant and a flawless result by effectively covering your grey roots and embracing a new dash of colour with the new Ultimate Care Hair Color.*

*The Ultimate Care Hair Color is a new addition to the product portfolio under the house of Colorbar, and is available across all Colorbar stores and counters in India. You can get your hands on them at [www.colorbarcosmetics.com](http://www.colorbarcosmetics.com) too.*

### **About Colorbar**

*Colorbar believes that it is everyone's birth right to express themselves and unleash the magic that lies within. It takes the liberty to dive into a world of magic with confidence, and reveal your inner thoughts, ideas and dreams through beauty and style for all. The unswerving idea behind 'You and Colorbar are Made for Magic' is for one to build limitless possibilities and extravagantly evolve with flair, drama and irresistible charm. While the brand's philosophy gravitates towards the purpose of empowering every soul, every gender and celebrating all in their own eccentric elements, the 8-pointed Colorbar star, the mnemonic, points towards the direction that represents absolute freedom, resonating with the symbol of the formidable power of magic.*

*Born and raised in India, Colorbar forayed into the beauty industry looking for creative formulas to bring an unparalleled experience to its consumers. The brand follows the belief of - change being the only constant, and ensures that it leads with quality in every step of the way. The brand also signifies the promise of being your truest self, unapologetically. With the essence of gender-*

*neutrality and inclusivity being at its heart, Colorbar envisions a world full of beauty and originality.*

*Colorbar has a comprehensive range of innovative products to address to each one's unique needs. These products are curated and packaged in France, Germany, Italy, Korea & the United States of America, to deliver brilliant colors, luxurious textures and effective results. All products are ISO certified, 100% cruelty-free and conform to US, EU, UK & Japan FDA standards.*

*The brand holds a strong geographical footprint in the country - 100+ exclusive stores, 1300+ multi brand outlets and partner chains like Shoppers Stop, Lifestyle, New U, Pantaloons. To cater to one's needs more conveniently, Colorbar's products are available on the website - [www.colorbarcosmetics.com](http://www.colorbarcosmetics.com) and partner websites that include Nykaa, Amazon, Myntra, Purplle, Flipkart and more.*