Nice ‘n Easy, a brand women have come to trust, offers our Color Blend Technology in a delightful foam for long-lasting, natural-looking color.

- Like traditional colorants, Nice ‘n Easy Color Blend Foam comes with a tint and developer. Shake just three times to mix. Then squeeze the bottle to create the foam right in your hand – goodbye messy applicator tools!
- While hair colorants have traditionally been in liquid or crème form, foam is the ideal vehicle:
  - Foam behaves like a solid when at rest, so it doesn’t drip through the fingers or onto the forehead during application.
  - Foam behaves like a liquid while it’s spread into the hair, enabling it to surround and deliver color to each hair strand.
- As a foam, the colorant expands to provide more volume to work into the hair. So with foam, getting color to even the hard-to-reach places is easy.
- Importantly, the unique Nice ‘n Easy Color Blend Foam is activated upon contact with the hair. It quickly collapses and penetrates each strand. The result: Excellent color!

Nice ‘n Easy is shaking up its home hair color line-up with a new FOAM hair color! Introducing Nice ‘n Easy Color Blend Foam, an innovation that provides permanent dimensional hair color in an easy-to-apply and control foam. Our foam makes the coloring process more enjoyable and less intimidating, inviting more women to achieve lasting dimensional color and gray coverage.
**Dimensional Hair Color is at Hand:**

With Nice ‘n Easy Color Blend Foam, there are no excuses for having anything less than your RIGHT color- just three shakes, foam it, LOVE it!

**Availability:**

Nice ‘n Easy Color Blend Foam will be available in 18 shades beginning in December, 2010 in the UK and also in the US and Canada beginning February, 2011 wherever Nice ‘n Easy is currently distributed, including mass market retail outlets, drug and grocery stores.

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