

CRAZY COLOR®

RAINBOW KIT



KIT CONTAINS:



✓ INCLUDES 6 TOP SELLING SHADES

📢 SUPPORTED BY FULL MARKETING CAMPAIGN

📄 INCLUDES SHADE CHART POSTER

PRODUCT	CODE
CRAZY COLOR RAINBOW KIT	002431

🌈 SUPPORTS LGBTQIA+ CHARITY

♥ VEGAN & CRUELTY FREE



CRAZY COLOR[®]

ORIGINAL and BEST SINCE 1977



A LITTLE BIT ABOUT US...

Crazy Color have been shouting 'Live Your Life in Color!' since 1977. Founded by award winning hairstylist, Renato Brunas, in the early 70's, Crazy Color was born in the midst of the punk rock explosion in Britain.

Brunas had the foresight to fuel a revolution, giving people the color and tools to express themselves unapologetically. Crazy Color was fueled by a revolution and has kept the same ethos and values at the core of the brand, whilst remaining at the forefront of color, for 44 years.

Colorful, vibrant hair is **non-conforming**.

Colorful, vibrant hair **stands against society's norms**.

Colorful, vibrant hair **shows the world who you really are. Unapologetically.**

WHY LGBTQIA+?

Crazy Color has walked hand in hand with the LGBTQIA+ community. The Crazy Color Color Squad, Crazy Color loving stylists, and clients, were all the inspiration behind the new 'Rainbow Kit' and our 'Unapologetically Me' campaign. We are also proud to support an LGBTQIA+ charity to give back to the community that has whole-heartedly given back to us for all these years.

LGBT
foundation

MARKETING CAMPAIGN SUPPORT

The Rainbow Kit comes with the following marketing support:

- Trade advertising + editorial in the UK's top professional magazines
- Campaign images and videos for use on social media + website
- In-store merchandising
- 'Get the look' series to inspire your customers
- LIVE Social Media Tutorials
- How to Videos
- Social Media Assets



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