



**IMMEDIATE RELEASE**

Date: 9/20/18

**COLORPROOF COLOR CARE AUTHORITY  
TO EXHIBIT THEIR NEWEST PRODUCT INNOVATIONS –  
SEASUGAR SALT-FREE BEACH SPRAY & FRESHSTART SOFT DRY SHAMPOO  
AT PREMIERE PHILADELPHIA 2018**

*New York, NY* – ColorProof Color Care Authority announced their participation at the Premiere Philadelphia Beauty Show at the Pennsylvania Convention Center in Philadelphia on September 23<sup>rd</sup> and 24<sup>th</sup>.

“We are excited to be launching our newest innovations, SeaSugar Salt-Free Beach Spray and FreshStart Soft Dry Shampoo as well as our runaway hit, BioRepair-8™ Anti-Aging Scalp & Hair Therapy System at Premiere Philadelphia this year! Industry experts will find what they have come to expect from all ColorProof products, the ultimate in clean beauty with vegan, cruelty-free and unsurpassed color protection. These two products offer unlimited styling possibilities without the damage of salts,” shares Jim Markham, Founder and CEO of ColorProof.

ColorProof, who will be there to support their distributor, TRU Beauty Concepts, as well as owners, Denise and John Philipp, will be featured on the main stage along with their International Creative Director, Phillip Wilson and two principle platform artists, Ms. Mel Paldino and Mr. David Oshell. At the brand’s booth, VIPs will have the opportunity to meet with their dynamic sales team to learn how they can bring the industry’s #1 clean beauty brand into their salons.

Attendees will also be able to experience ColorProof’s newest products in action while learning professional tips and tricks on styling fine/thinning hair as well as preventive care. Several educational opportunities will be available where brand experts will showcase new trends, along with how-to’s on braiding, creating the “Modern Shag,” and techniques for cutting and styling thinning hair.

**About COLORPROOF COLOR CARE AUTHORITY**

We are the Color Care Authority. Nobody knows how to deliver outstanding results for your colored hair better than we do. Our founder, Jim Markham, has led the industry in luxury color care for decades. He pioneered the sulfate-free, salt-free revolution. With ColorProof, we are setting a new standard. Our next generation technology transforms ordinary into extraordinary. Not in one week, not in one month. Right-now-this-instant. The proof is in your color.

**About Premiere Philadelphia**

For the first time, Premiere Show Group will be hosting a show in the Northeast. Premiere Philadelphia will bring everything that the professional beauty industry has come to love from their award-winning shows; unbeatable education and spectacular Main Stage presentations by the industry’s leading artists. It would not be a Premiere show without a jaw-dropping exhibit floor with the manufacturer’s beauty professional rave about.

Premiere is known across the global as the go-to place for the latest trends, techniques and products – providing the education you need to succeed. Join Premiere and ColorProof Color Care Authority in the city of brotherly love, September 23<sup>rd</sup> and 24<sup>th</sup> at the Pennsylvania Convention

**premiere**  
**PHILADELPHIA**



Center. For more information on Premiere Philadelphia or any of Premiere Show Group's events, visit [premiereshows.com](http://premiereshows.com) or call 800-335-7469.

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