

## The Key to Wonderland

**Do you remember the land somewhere over the rainbow? Do you remember everything you heard of once in a lullaby? In spring 2007 Trucco Dollface by Sebastian Professional takes women back to the colorful, carefree world of their childhood.**

Alice followed the white rabbit down the rabbit-hole under the hedge. After a long downfall she arrived in an endless hall with uncountable doors. Suddenly she saw a little three-legged table with nothing on it but a tiny golden key – the key to wonderland.

In the process of growing up, many women lose this key. The door to their personal childhood wonderland remains closed forever. Thanks to Trucco's new Dollface collection, this is about to change. The five limited products – exclusively available from selected Sebastian hair salons – are the keys to an imaginative, colorful world, where dreams become true and fairytales become reality.

Trucco's visionary spring collection gives women of all ages the possibility to relieve their childhood fantasies. Whether for a few hours, for a special occasion or for every day - the vivid colors invite women to rediscover their youthful sensuality with the innocence and exuberant enthusiasm of a child. Dollface includes two lipsticks, two duo blushes and one duo eye pencil. The colors, ranging from bright red and coral over pearlized peach and pink to vibrant blue and green, reflect the playful palette of a child's imagination. With their professional, luxurious appeal the products fulfill the high-quality standards of all Sebastian Professional products.

But Dollface is more than a delicate fantasy, it is also a message, telling women that the winter is finally over. As the products are exclusively available from selected Sebastian hair salons, they are just right to be combined with a new haircut. The hairdresser as a style expert not only recommends the right extraordinary Sebastian hair care products but also demonstrates, how important the right make-up is for a vibrant spring style.

The new spring fashion also proves that this season, make-up is much more than the icing on the cake. Nearly all important labels sent simple clothes in muted colors out on the runway. The delicate white blouses and straight black pants of houses like Chloé or Stella McCartney deliberately display a low-key attitude. Like this they let the personality of a woman come to the fore. Suddenly the face and therefore an expressive make-up gain a new importance.

The bright Dollface products are an antidote to a serious grown-up world. They give women the possibility to see their youthful glowing self again. A fantasy becomes reality. The door to wonderland is open again.

**Founded during the beauty revolution of the 70s, Sebastian International has long been known for its trend-setting ideas that translate into innovative and world-renowned icon products such as Cellophanes®, Shaper® Hairspray, Potion 9™ and Molding Mud®. Thought-provoking images, created by the company's creative director, Robert Lobetta, capture the essence of Sebastian brands: Shaper®, Laminates®, Sebastian Originals™, Colourshines®, Trucco®, Xtah® and Body Double®. Headquartered in Woodland Hills, Calif., the company distributes its products to more than 150,000 salons in more than 65 countries. True to its mission statement, Sebastian prides itself on exceeding expectations, stimulating creativity, awakening passion, challenging perceptions and making a difference.**