

## Streak Professional launches Kaleidoscope, their new collection for the year

*The collection showcases shapes, patterns and shifting images of a kaleidoscope through looks and styles for different hair types.*

**Mumbai, 18 October 2021: Streak Professional**, the premium hair colour brand specially crafted for salon professionals and hair experts, presents its latest collection, **Kaleidoscope**, at a fashion event in Mumbai. The collection features unique looks for the season, which are rich, vibrant, and vivacious. Bollywood actress Vaani Kapoor, the face of Streak Professional walked the ramp as the showstopper.

Like its name, the collection represents a fusion of cultures, colors, styles and stories. Streak Professional has woven this theme with a colourful mélange with different looks and styles to personify the optically symmetrical yet unique kaleidoscope. To design this story of colors and create the looks, some of the popular Streak Professional products were used including Argan Secrets Hair Colour, Hold & Play Hair Shine Spray and Mousse, Funky Hair Colour Range and Canvoline Straightening Range.

The collection was presented at a fashion show, featuring the epitome of luxury & haute couture, Rocky Star. A total of 30 looks were curated to compliment the color and style for the Kaleidoscope collection. Showstopper Vaani Kapoor donned a Conch Azure Fan Ponytail with a Streak Professional Funky colors wonder blue and mystic blue in her hair. She wore a stunning Rocky Star signature black color off shoulder outfit, carefully crafted, beaded, and layered to give it a bold yet feminine look.

**Mrs Rochelle Chhabra, Head - Professional Division (Streak Professional), Hygienic Research Institute, said,** *"We all love refreshing and experimenting with our looks during the festive and wedding seasons. This year, we present our patrons with fresh ideas for hair colour, cut and style with our latest collection. Vibrancy, boldness and colours are in vogue this season, as the shapes and patterns of a kaleidoscope."*

**Vaani Kapoor said,** *"I love experimenting with my hair and Streak Professional is a champion at creating mesmerizing looks to match every personality type. I am amazed at the range of powerful and refreshing looks created by them with their latest collection, Kaleidoscope."*

All the styles have been created using the Streak Professional product range. The Kaleidoscope lookbook is available here [Link](#) for your reference

### **About Streak Professional**

Streak Professional – a brand closely associated with style and glamour in the salon business- was launched in 2004 by Hygiene Research Institute. Streak Professional is the smart choice for smart Indian stylists and consumers. Launching innovative products with well-researched formulations, especially suited to Indian hair types, Streak Professional is the forerunner in the professional segment with the widest distribution network. Streak Professional Hair Colorant Range (Colour, Developer and Ultralights) is on a continuous growth path and has a partnership with over 25,000 salons in India and abroad. Streak Professional was named one of the best brands by The Economic Times Best Brands Award 2019.

### **About Hygienic Research Institute**

Established in 1957, Hygienic Research Institute (HRI) is one of the fastest-growing cosmetic companies in India. Every beauty product of HRI has been prepared with the help of ancient Ayurvedic sciences and modern technology, giving the consumer the very best. An ISO 9001:2015 certified company, HRI implements path-breaking innovations and personal care solutions. All the products are manufactured, tested, and approved by quality assurance as per Indian BIS specifications and adhere to the stringent international norms of countries like Thailand, Malaysia, Singapore and Sri Lanka FDA (Food & Drug Administration). Streak, as a hair colour brand, is trusted and used by 17 lakh consumers every month across India and is sold through three lakh outlets.

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