



# ACDOCO enters root touch-up category

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Specialist consumer packaged goods brand-custodian distributor, ACDOCO South Africa ("[ACDOCOSA](#)"), has announced that it has secured the exclusive distribution rights for [Kampalook Ltd](#)'s patented root concealer brand, Color Recover, in southern Africa.



In a recent Women's Health poll, readers ranked grey roots as one of their most annoying beauty issues and this is further aggravated as the majority of root outgrowth appears 7 to 10 days after colouring. Continuous visits to the salon is not only costly but also a timeous process.

[Color Recover](#) offers a quick, easy and safe way to keep the grey root outgrowth at bay between visits to the salon or colouring at home. The patented Scalp Protector makes application quick, effective and eliminates the worry of staining your scalp, skin or clothes.

ACDOCOSA's Managing Director, Jason Frichol, says, "The Grey root touch up category is experiencing exponential growth which is evident if one looks at increased shelf allocation for the sub-category with the likes of Boots and Walgreens. The game changer is for time stretched individuals who are colouring at home or visiting a salon monthly as root outgrowth starts pretty quickly after treatment. With 20 to 30 treatments or two months supply per can, consumers can extend time between salon visits or home application and also save hundreds of Rands at the same time."

Color Recover offers a no mess, no fuss solution. The results are instant, the treatment is very short and easy (up to 5 minutes), the ingredients are non-harmful (no Ammonia, no Oxygen No MEA's) and the patented Scalp Protector prevents stains.

Sarah Edwards, ACDOCOSA's head of principal management & market development, concludes, "With its aerosol and patented Scalp Protector, Color Recover arguably offers the most convenient and effective solution on the market. The product will not fade, flake or rub off. After application, hair is refreshed, revitalised and restored to its uniform color for the most beautiful look in-between color treatments. There is a dying need for an easy, hassle-free, mess-free solution for grey root touch-ups and this is why we were thrilled when the opportunity was presented to us. Color Recover is yet another example of the specialist focus and innovation we bring to the categories we serve."

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ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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