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ABSTRACT

A system for displaying and selecting, a process for selecting, and a device for selecting hair dye shades, which allow the consumer to make a knowledgeable and informed hair dye selection. A horizontal or vertical axis along which hair dyes are arranged by similar colors and shades; another axis, perpendicular to the first axis, along which hair dyes are arranged by the length of duration of effect; a hair dye shade selector comprising color samples that each represent the haircolor that will result when hair of a particular color is treated with a particular hair dye are included; on-shelf consumer education and instruction materials regarding hair dye; display system indicators; and packaging indicators.

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