

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 79306485

Mark: COLOR FANTASY

Correspondence Address:

YKI Intellectual Property Attorneys
1-34-12 Kichijoji-Honcho,
Musashino-shi
Tokyo 180-0004
JAPAN

Applicant: Lumielina International Inc.

Reference/Docket No. N/A

Correspondence Email Address:

NONFINAL OFFICE ACTION

International Registration No. 1580762

Notice of Provisional Full Refusal

Deadline for responding. The USPTO must receive applicant's response **within six months of the "date on which the notification was sent to WIPO (mailing date)"** located on the WIPO cover letter, or the U.S. application will be abandoned (see <https://www.uspto.gov/trademarks-application-process/abandoned-applications> for information on abandonment). To confirm the mailing date, go to the USPTO's Trademark Status and Document Retrieval (TSDR) database at <https://tsdr.uspto.gov/>, select "US Serial, Registration, or Reference No.," enter the U.S. application serial number in the blank text box, and click on "Documents." The mailing date used to calculate the response deadline is the "Create/Mail Date" of the "1st Refusal Note."

Respond to this Office action using the USPTO's Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Discussion of provisional full refusal. This is a provisional full refusal of the request for extension of protection to the United States of the international registration, known in the United States as a U.S. application based on Trademark Act Section 66(a). See 15 U.S.C. §§1141f(a), 1141h(c).

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) Refusal – Likelihood of Confusion
- Advisory: Prior-Filed Applications
- Disclaimer Required
- Identification of Goods and Services – Amendment Required (Partial Requirement)
- Email Address Required
- U.S.-licensed Attorney Required

SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the marks in U.S. Registration Nos. 3002605, 4943687 and 6265955. Trademark Act Section 2(d), 15 U.S.C. §1052(d); see TMEP §§1207.01 *et seq.* See the attached registrations.

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. See 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the "*du Pont* factors"). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017). Any evidence of record related to those factors need be considered; however, "not all of the *DuPont* factors are relevant or of similar weight in every case." *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. See *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) ("The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.");

COMPARISON OF GOODS/SERVICES

The applicant's goods and services are identified as:

- ***“Permanent wave preparations; hair bleaching preparations; hair dyes; hair colouring preparations; non-medicated hair treatment preparations for cosmetic purposes; cosmetic preparations for the care of scalp; hair care preparations; cosmetic oils for the skin; body oils; cosmetics; cosmetic preparations for skin care; essential oils for food flavoring; essential oils for beverage flavoring; perfumery; perfumes; dentifrice; shampoos; soaps for personal use; detergents for household use; false nails; false eyelashes”*** in International Class 3;
- ***“Beauty care services provided by beauty salons; beauty salons; beauty care services; hairdressing; barbershops; consultation services relating to beauty care services, hairdressing and barber services; providing information relating to beauty care services, hairdressing and barber services; providing bath houses; massage and therapeutic Shiatsu massage; chiropractics; moxibustion; treatment of dislocated joints, sprains or bone fractures; bodywork therapy; acupuncture; rental of machines and apparatus for use in beauty salons or barbers' shops; provision of medical information; dietary and nutritional guidance; rental of medical apparatus and instruments”*** in International Class 44.

The registrant's goods and/or services are identified as:

- 1) U.S. Reg. No. 3002605, ***“Household cleaning preparations, laundry bleach, laundry detergent and fabric softeners”*** in International Class 3;
- 2) U.S. Reg. No. 4943687, in relevant part as, ***“Medical advisory services in the field of personnel health; Medical services; Hygienic and beauty care”*** in International Class 44;
- 3) U.S. Reg. No. 6265955, ***“Cosmetics; Eyeshadow; Lipsticks; Perfumes; Air fragrancings preparations; Beauty masks; Cakes of toilet soap; Cleansing milk for toilet purposes; Cosmetics for animals; Cotton wool for cosmetic purposes; Eyebrow pencils; Eyeliner pencils; Facial cleansing milk; False eyelashes; False nails; Lipglosses; Nail glitter; Nail polish; Washing preparations and laundry bleach”*** in International Class 3.

The goods and/or services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. See *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int'l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared goods and/or services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

When analyzing an applicant's and registrant's goods and/or services for similarity and relatedness, that determination is based on the description of the goods and/or services in the application and registration at issue, not on extrinsic evidence of actual use. See *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1323, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014) (quoting *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16 USPQ2d 1783, 1787 (Fed. Cir. 1990)).

In this case, the goods in the application and registration U.S. Reg. No. 6265955 identified as ***“cosmetics, “perfumes”, “false eyelashes” and “false nails”*** are identical. Therefore, it is presumed that the channels of trade and class of purchasers are the same for these goods. See *Cai v. Diamond Hong, Inc.*, 901 F.3d 1367, 1372, 127 USPQ2d 1797, 1801 (Fed. Cir. 2018) (quoting *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012)).

In this case, the registration U.S. Reg. No. 3002605 uses broad wording to describe ***“household cleaning preparations, laundry bleach, laundry detergent and fabric softeners”***, which presumably encompasses all goods of the type described, including applicant's more narrow ***“detergents for household use”***; the registration U.S. Reg. No. 6265955 uses broad wording to describe ***“cosmetics”***, which presumably encompasses all goods of the type described, including applicant's more narrow ***“cosmetic oils for the skin”, “cosmetic preparations for skin care”***; the application uses broad wording to describe ***“perfumery”***, which presumably encompasses all goods of the type described, including registrant's U.S. Reg. No. 6265955 more narrow ***“perfumes”***; and the registration U.S. Reg. No. 4943687 uses broad wording to describe ***“medical services; hygienic and beauty care”***, which presumably encompasses all services of the type described, including applicant's more narrow ***“beauty care services”, “provision of medical information; dietary and nutritional guidance”***. See, e.g., *In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant's and registrants' respective goods and services are legally identical. See, e.g., *In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

The attached Internet evidence, consisting of website screenshots from <https://www.sevendgeneration.com>, <https://www.mrsnxyers.com>, and <https://www.honest.com>, establishes that the same entity commonly manufactures various personal care and household preparations, including soaps, laundry detergents, washing preparations and laundry bleach, and markets these goods under the same mark, the relevant goods are sold through the same trade channels and used by the same classes of consumers in the same fields of use, the goods are similar or complementary in terms of purpose or function.

Additionally, the goods and/or services of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterro Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)).

Thus, the goods and/or services of the parties are considered related for likelihood of confusion purposes. See, e.g., *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Where the goods and/or services of an applicant and registrant are “similar in kind and/or closely related,” the degree of similarity between the marks required to support a finding of likelihood of confusion is not as great as in the case of diverse goods and/or services. *In re J.M. Originals Inc.*, 6 USPQ2d 1393, 1394 (TTAB 1987); see *Shen Mfg. Co. v. Ritz Hotel Ltd.*, 393 F.3d 1238, 1242, 73 USPQ2d 1350, 1354 (Fed. Cir. 2004); TMEP §1207.01(b).

COMPARISON OF MARKS

The applied-for mark is **COLOR FANTASY** in a standard character form.

The registered marks are:

- 1) U.S. Reg. No. 3002605, **FANTASY** in a standard character form;
- 2) U.S. Reg. No. 4943687, **AQUA FANTASY** in a standard character form;
- 3) U.S. Reg. No. 6265955, **BLUEFANTASY** in a standard character form

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

When comparing marks, “[t]he proper test is not a side-by-side comparison of the marks, but instead whether the marks are sufficiently similar in terms of their commercial impression such that [consumers] who encounter the marks would be likely to assume a connection between the parties.” *Cai v. Diamond Hong, Inc.*, 901 F.3d 1367, 1373, 127 USPQ2d 1797, 1801 (Fed. Cir. 2018) (quoting *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1368, 101 USPQ2d 1713, 1721 (Fed. Cir. 2012)); TMEP §1207.01(b). The proper focus is on the recollection of the average purchaser, who retains a general rather than specific impression of trademarks. *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re St. Helena Hosp.*, 774 F.3d 747, 750-51, 113 USPQ2d 1082, 1085 (Fed. Cir. 2014); *Geigy Chem. Corp. v. Atlas Chem. Indus., Inc.*, 438 F.2d 1005, 1007, 169 USPQ 39, 40 (C.C.P.A. 1971)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

In this case, the compared marks are similar in sound, appearance and commercial impression.

The compared marks share the identical term **FANTASY**. Marks may be confusingly similar in appearance where similar terms or phrases or similar parts of terms or phrases appear in the compared marks and create a similar overall commercial impression. See *Crocker Nat’l Bank v. Canadian Imperial Bank of Commerce*, 228 USPQ 689, 690-91 (TTAB 1986), *aff’d sub nom. Canadian Imperial Bank of Commerce v. Wells Fargo Bank, Nat’l Ass’n*, 811 F.2d 1490, 1495, 1 USPQ2d 1813, 1817 (Fed. Cir. 1987) (finding **COMMCASH** and **COMMUNICASH** confusingly similar); *In re Corning Glass Works*, 229 USPQ 65, 66 (TTAB 1985) (finding **CONFIRM** and **CONFIRMCELLS** confusingly similar); *In re Pellerin Milnor Corp.*, 221 USPQ 558, 560 (TTAB 1983) (finding **MILTRON** and **MILLTRONICS** confusingly similar); TMEP §1207.01(b)(ii)-(iii). In the present case, the marks are identical in part.

Additional terms **COLOR**, **BLUE** and **AQUA** in the compared marks does not obviate the similarity because these terms are merely adjectives that draw attention to the noun **FANTASY**, on which consumers are more likely to focus. Adding a term to a registered mark generally does not obviate the similarity between the compared marks, as in the present case, nor does it overcome a likelihood of confusion under Section 2(d). See *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 557, 188 USPQ 105, 106 (C.C.P.A. 1975) (finding **BENGAL** and **BENGAL LANCER** and design confusingly similar); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1269 (TTAB 2009) (finding **TITAN** and **VANTAGE** **TITAN** confusingly similar); *In re El Torito Rests., Inc.*, 9 USPQ2d 2002, 2004 (TTAB 1988) (finding **MACHO** and **MACHO COMBO** confusingly similar); TMEP §1207.01(b)(iii). Consumers could view the applicant’s mark as merely a variation of the registrants’ marks and reasonably assume that the applicant’s goods/services are a new or additional line of goods/services from the same source as the goods/services provided under the registered marks. Thus, this additional wording is less significant in terms of affecting the mark’s commercial impression, and renders the wording **FANTASY** the more dominant element of the mark.

The additional wording **COLOR** in the applied-for mark does not obviate the similarity because it is descriptive of applicant’s goods and/or services and must be disclaimed, as further discussed below. Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Detroit Athletic Co.*, 903 F.3d 1297, 1305, 128 USPQ2d 1047, 1050 (Fed. Cir. 2018) (citing *In re Dixie Rests.*, 105 F.3d 1405, 1407, 41 USPQ2d 1531, 1533-34 (Fed. Cir. 1997)); TMEP §1207.01(b)(viii), (c)(ii). Matter that is descriptive of or generic for a party’s goods and/or services is typically less significant or less dominant in relation to other wording in a mark. See *Anheuser-Busch, LLC v. Innvopak Sys. Pty Ltd.*, 115 USPQ2d 1816, 1824-25 (TTAB 2015) (citing *In re Chatam Int’l Inc.*, 380 F.3d 1340, 1342-43, 71 USPQ2d 1944, 1946 (Fed. Cir. 2004)). Thus, this wording is less significant in terms of affecting the mark’s commercial impression, and renders the wording **FANTASY** the more dominant element of the mark.

The registered mark U.S. Reg. No. 3002605 is entirely incorporated in the applied-for mark. Incorporating the entirety of one mark within another does not obviate the similarity between the compared marks, as in the present case, nor does it overcome a likelihood of confusion under Section 2(d). *See Wella Corp. v. Cal. Concept Corp.*, 558 F.2d 1019, 1022, 194 USPQ 419, 422 (C.C.P.A. 1977) (finding CALIFORNIA CONCEPT and surfer design and CONCEPT confusingly similar); *Coca-Cola Bottling Co. v. Jos. E. Seagram & Sons, Inc.*, 526 F.2d 556, 557, 188 USPQ 105, 106 (C.C.P.A. 1975) (finding BENGAL LANCER and design and BENGAL confusingly similar); *In re Integrated Embedded*, 120 USPQ2d 1504, 1513 (TTAB 2016) (finding BARR GROUP and BARR confusingly similar); *In re Mr. Recipe, LLC*, 118 USPQ2d 1084, 1090 (TTAB 2016) (finding JAWS DEVOUR YOUR HUNGER and JAWS confusingly similar); TMEP §1207.01(b)(iii). In the present case, the marks are identical in part.

Consumers are likely to perceive applicant's **COLOR FANTASY** as being affiliated with or originating from the same enterprise as goods sold and/or services provided under the registered marks **FANTASY**, **AQUA FANTASY** and **BLUEFANTASY**. Therefore, the marks are confusingly similar.

Generally, the greater degree of similarity between the applied-for mark and the registered mark, the lesser the degree of similarity between the goods and/or services of the parties is required to support a finding of likelihood of confusion. *In re C.H. Hanson Co.*, 116 USPQ2d 1351, 1353 (TTAB 2015) (citing *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001)); *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1636 (TTAB 2009).

SUMMARY

The overriding concern is not only to prevent buyer confusion as to the source of the goods and/or services, but to protect the registrant from adverse commercial impact due to use of a similar mark by a newcomer. *See In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993). Therefore, any doubt regarding a likelihood of confusion determination is resolved in favor of the registrant. TMEP §1207.01(d)(i); *see Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1265, 62 USPQ2d 1001, 1003 (Fed. Cir. 2002); *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 464-65, 6 USPQ2d 1025, 1026 (Fed. Cir. 1988).

In summary, the applicant's and registrant's marks create the same commercial impression and the respective goods and/or services are commercially related. Therefore, consumers are likely to be confused and mistakenly believe that these goods and/or services originate from a common source. Accordingly, registration must be refused under Section 2(d) of the Trademark Act.

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal, applicant must also respond to the requirements set forth below.

ADVISORY: PRIOR-FILED APPLICATIONS

The filing dates of pending U.S. Application Serial Nos. 88781157, 90135233, 90135267 and 90135368 precede applicant's filing date. See attached referenced applications. If one or more of the marks in the referenced applications register, applicant's mark may be refused registration under Trademark Act Section 2(d) because of a likelihood of confusion with the registered marks. *See* 15 U.S.C. §1052(d); 37 C.F.R. §2.83; TMEP §§1208 *et seq.* Therefore, upon receipt of applicant's response to this Office action, action on this application may be suspended pending final disposition of the earlier-filed referenced applications.

In response to this Office action, applicant may present arguments in support of registration by addressing the issue of the potential conflict between applicant's mark and the marks in the referenced applications. Applicant's election not to submit arguments at this time in no way limits applicant's right to address this issue later if a refusal under Section 2(d) issues.

DISCLAIMER REQUIRED

Applicant must disclaim the wording **COLOR** because it is merely descriptive of a feature of applicant's goods and services, like hair bleaching preparations, hair dyes and hair coloring preparations, or beauty care and hairdressing services. *See* 15 U.S.C. §1052(e)(1); *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012); TMEP §§1213, 1213.03(a).

The attached evidence from The Merriam-Webster Dictionary (<https://www.merriam-webster.com>) defines the word as "to change the color of (as by dyeing, staining, or painting)"; like "She colors her hair") and <http://www.encorecolorstudio.com> and <https://www.madison-read.com> is commonly used in connection with similar goods and services to refer to hair coloring preparations and beauty services.

Consumers who encounter the word **COLOR** on the identified goods or in connection with the identified services would immediately understand that applicant's hair care products and beauty care or hairdressing services feature hair coloring preparations or hair coloring services, and this wording must therefore be disclaimed.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use "COLOR" apart from the mark as shown.

For an overview of disclaimers and instructions on how to provide one using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

IDENTIFICATION OF GOODS AND SERVICES – AMENDMENT REQUIRED (PARTIAL REQUIREMENT)

THIS PARTIAL REQUIREMENT APPLIES ONLY TO THE GOODS AND SERVICES SPECIFIED THEREIN

The wording "soaps for personal use" in the identification of goods in International Class 3 is indefinite and too broad. This wording must be clarified

because under Nice 11-2017, non-medicated soaps and paper soaps for personal uses are classified in Class 3 and antibacterial soap, disinfectant soap and medicated soap are classified in Class 5. See 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03, 1904.02(c), (c)(ii).

In an application filed under Trademark Act Section 66(a), an applicant may not change the classification of goods from that assigned by the International Bureau of the World Intellectual Property Organization in the corresponding international registration. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b). Therefore, although the goods may be classified in several international classes, any modification to this wording must identify goods in International Class 3 only, the class specified in the application for these goods. See TMEP §1904.02(c), (c)(ii).

The wording “*hairdressing*” in the identification of services in International Class 44 is too broad and must be clarified because it could identify services in more than one international class. See 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03, 1904.02(c). For example, hairdressing instruction is in International Class 41 and hairdressing salon services are in International Class 44.

In an application filed under Trademark Act Section 66(a), an applicant may not change the classification of services from that assigned by the International Bureau of the World Intellectual Property Organization in the corresponding international registration. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b). Therefore, although the services may be classified in several international classes, any modification to this wording must identify services in International Class 44 only, the class specified in the application for these services. See TMEP §1904.02(c).

Applicant may adopt the following wording in International Classes 3 and 44, if accurate (the examining attorney’s suggestion appears in **bold font**):

- Class 3: Permanent wave preparations; hair bleaching preparations; hair dyes; hair colouring preparations; non-medicated hair treatment preparations for cosmetic purposes; cosmetic preparations for the care of scalp; hair care preparations; cosmetic oils for the skin; body oils; cosmetics; cosmetic preparations for skin care; essential oils for food flavoring; essential oils for beverage flavoring; perfumery; perfumes; dentifrice; shampoos; soaps for personal use **being {identify soaps in Class 3, e.g., paper soaps for personal uses, non-medicated soaps}**; detergents for household use; false nails; false eyelashes
- Class 44: Beauty care services provided by beauty salons; beauty salons; beauty care services; **hairdressing services**; barbershops; consultation services relating to beauty care services, hairdressing and barber services; providing information relating to beauty care services, hairdressing and barber services; providing bath houses; massage and therapeutic Shiatsu massage; chiropractics; moxibustion; treatment of dislocated joints, sprains or bone fractures; bodywork therapy; acupuncture; rental of machines and apparatus for use in beauty salons or barbers' shops; provision of medical information; dietary and nutritional guidance; rental of medical apparatus and instruments

Applicant’s goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably narrowed. See 37 C.F.R. §2.71(a); TMEP §§1402.06, 1904.02(c)(iv). Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably narrowed. See TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e). Additionally, for applications filed under Trademark Act Section 66(a), the scope of the identification for purposes of permissible amendments is limited by the international class assigned by the International Bureau of the World Intellectual Property Organization (International Bureau); and the classification of goods and/or services may not be changed from that assigned by the International Bureau. 37 C.F.R. §2.85(d); TMEP §§1401.03(d), 1904.02(b). Further, in a multiple-class Section 66(a) application, classes may not be added or goods and/or services transferred from one existing class to another. 37 C.F.R. §2.85(d); TMEP §1401.03(d).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO’s online searchable [U.S. Acceptable Identification of Goods and Services Manual](#). See TMEP §1402.04.

EMAIL ADDRESS REQUIRED

Email address required. Applicant must provide applicant’s email address, which is a requirement for a complete application. See 37 C.F.R. §2.32(a)(2); *Mandatory Electronic Filing & Specimen Requirements*, Examination Guide 1-20, at III.A. (Rev. Feb. 2020). Applicant’s email address cannot be identical to the listed primary correspondence email address of any attorney retained to represent applicant in this application. See Examination Guide 1-20, at III.A.

U.S.-LICENSED ATTORNEY REQUIRED

Applicant must be represented by a U.S.-licensed attorney to respond to or appeal the provisional refusal. An applicant whose domicile is located outside of the United States or its territories is foreign-domiciled and must be represented by an attorney who is an active member in good standing of the bar of the highest court of a U.S. state or territory. 37 C.F.R. §§2.11(a), 11.14; *Requirement of U.S.-Licensed Attorney for Foreign-Domiciled Trademark Applicants & Registrants*, Examination Guide 4-19, at I.A. (Rev. Sept. 2019). An individual applicant’s domicile is the place a person resides and intends to be the person’s principal home. 37 C.F.R. §2.2(o); Examination Guide 4-19, at I.A. A juristic entity’s domicile is the principal place of business; i.e., headquarters, where a juristic entity applicant’s senior executives or officers ordinarily direct and control the entity’s activities. 37 C.F.R. §2.2(o); Examination Guide 4-19, at I.A. Because applicant is foreign-domiciled, applicant must appoint such a U.S.-licensed attorney qualified to practice under 37 C.F.R. §11.14 as its representative before the application may proceed to registration. 37 C.F.R. §2.11(a). See Hiring a U.S.-licensed trademark attorney at <https://www.uspto.gov/trademarks-getting-started/why-hire-private-trademark-attorney> for more information.

Only a U.S.-licensed attorney can take action on an application on behalf of a foreign-domiciled applicant. 37 C.F.R. §2.11(a). Accordingly, the

USPTO will not communicate further with applicant about the application beyond this Office action or permit applicant to make future submissions in this application.

To appoint or designate a U.S.-licensed attorney. To appoint an attorney, applicant should submit a completed Trademark Electronic Application System (TEAS) Change Address or Representation form at <https://teas.uspto.gov/wra/ccr/car>. The newly-appointed attorney must submit a TEAS Response to Examining Attorney Office Action form at <https://teas.uspto.gov/office/roa/> indicating that an appointment of attorney has been made and address all other refusals or requirements in this action, if any. Alternatively, if applicant retains an attorney before filing the response, the attorney can respond to this Office action by using the appropriate TEAS response form and provide his or her attorney information in the form and sign it as applicant's attorney. *See* 37 C.F.R. §2.17(b)(1)(ii).

RESPONSE GUIDELINES

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal and requirements in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. [Click to file a response to this nonfinal Office action.](#)

/Maryna K. Gipsov/
Maryna K. Gipsov
Trademark Examining Attorney
Law Office 127
571-270-7630
maryna.gipsov@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** A response or notice of appeal must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS and ESTTA maintenance or unforeseen circumstances could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party are not accepted and can **cause the application to abandon**.** If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant. If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find contact information for the supervisor** of the office or unit listed in the signature block.

Print: Apr 6, 2021

78246189

DESIGN MARK

Serial Number

78246189

Status

REGISTERED AND RENEWED

Word Mark

FANTASY

Standard Character Mark

No

Registration Number

3002605

Date Registered

2005/09/27

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

INDUSTRIAS ALEN, S.A. DE C.V. CORPORATION MEXICO Blvd. Diaz Ordaz No.
1000 Col. Los Trevino Santa Catarina, N.L. C.P. 66350 MEXICO

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Household cleaning preparations, laundry bleach, laundry detergent and
fabric softeners. First Use: 2005/03/14. First Use In Commerce:
2005/03/14.

Filing Date

2003/05/06

Examining Attorney

FISHER, HANNAH M.

Attorney of Record

John M. Murphy

DESIGN MARK

Serial Number

90043449

Status

REGISTERED

Word Mark

BLUEFANTASY

Standard Character Mark

Yes

Registration Number

6265955

Date Registered

2021/02/09

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

yang Zhaoming INDIVIDUAL CHINA No. 8, Huang'an Village, Tongjin,
Shanmei Street, Gaozhou, Guangdong CHINA 525200

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Cosmetics; Eyeshadow; Lipsticks; Perfumes; Air fragrancing
preparations; Beauty masks; Cakes of toilet soap; Cleansing milk for
toilet purposes; Cosmetics for animals; Cotton wool for cosmetic
purposes; Eyebrow pencils; Eyeliner pencils; Facial cleansing milk;
False eyelashes; False nails; Lip glosses; Nail glitter; Nail polish;
Washing preparations and laundry bleach. First Use: 2020/06/05.
First Use In Commerce: 2020/06/05.

Translation Statement

The wording "Bluefantasy" has no meaning in a foreign language.

Filing Date

2020/07/09

Examining Attorney

WILKE, JOHN

Print: Apr 6, 2021

90043449

Attorney of Record
Jeffrey S.Firestone

Bluefantasy

DESIGN MARK

Serial Number

88781157

Status

FIRST EXTENSION - GRANTED

Word Mark

VOGUSH FANTASY

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Kiss Nail Products, Inc. CORPORATION NEW YORK 25 Harbor Park Drive
Port Washington NEW YORK 11050

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Artificial fingernails; False nails.

Filing Date

2020/01/31

Examining Attorney

FOSDICK, GEOFFREY

Attorney of Record

David Chung

VOGUISH FANTASY

DESIGN MARK

Serial Number

90135233

Status

PUBLISHED FOR OPPOSITION

Word Mark

GEL FANTASY

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Kiss Nail Products, Inc. CORPORATION NEW YORK 25 Harbor Park Drive
Port Washington NEW YORK 11050

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
False nails; Adhesives for artificial nails; Adhesives for affixing
false nails; Artificial fingernails. First Use: 2014/01/01. First
Use In Commerce: 2014/01/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GEL" APART FROM THE
MARK AS SHOWN.

Filing Date

2020/08/25

Examining Attorney

HUSSAIN, TASNEEM

Attorney of Record

David Chung

GEL FANTASY

DESIGN MARK

Serial Number

90135267

Status

PUBLISHED FOR OPPOSITION

Word Mark

GLAM FANTASY

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Kiss Nail Products, Inc. CORPORATION NEW YORK 25 Harbor Park Drive
Port Washington NEW YORK 11050

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Adhesives for artificial nails; Adhesives for attaching artificial
fingernails and/or eyelashes; Artificial fingernails; False nails.
First Use: 2018/01/01. First Use In Commerce: 2018/01/01.

Filing Date

2020/08/25

Examining Attorney

HUSSAIN, TASNEEM

Attorney of Record

David Chung

GLAM FANTASY

DESIGN MARK

Serial Number

90135368

Status

PUBLISHED FOR OPPOSITION

Word Mark

JELLY FANTASY

Standard Character Mark

Yes

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Kiss Nail Products, Inc. CORPORATION NEW YORK 25 Harbor Park Drive
Port Washington NEW YORK 11050

Goods/Services

Class Status -- ACTIVE. IC 003. US 001 004 006 050 051 052. G & S:
Adhesives for artificial nails; Adhesives for attaching artificial
fingernails and/or eyelashes; Artificial fingernails; False nails.
First Use: 2020/01/01. First Use In Commerce: 2020/01/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "JELLY" APART FROM THE
MARK AS SHOWN.

Filing Date

2020/08/25

Examining Attorney

HUSSAIN, TASNEEM

Attorney of Record

David Chung

JELLY FANTASY

DESIGN MARK

Serial Number

79167835

Status

REGISTERED

Word Mark

AQUA FANTASY

Standard Character Mark

No

Registration Number

4943687

Date Registered

2016/04/26

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Mark Drawing Code

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Owner

OZEL BUYUK KOLEJ EGITIM YAYIN BASIM TICARET VE SANAYI ANONIM SIRKETI
JOINT STOCK COMPANY TURKEY Hulya Sk. No: 7 Gaziosmanpasa-Ankara TURKEY

Goods/Services

Class Status -- ACTIVE. IC 039. US 100 105. G & S: Transport of passengers by land, water and air; Rental of vehicles for locomotion by land, water or air; Arranging of travel tours; Travel ticket reservation services; Booking of travel tickets; courier services for messages and merchandise; boat storage; transport by pipeline; electricity distribution; water supplying; rescue services for vehicles and goods; packaging and storage of goods; transport and storage of trash; transport and storage of waste; car parking; garage rental.

Goods/Services

Class Status -- ACTIVE. IC 041. US 100 101 107. G & S: Education and training, namely, providing live and on-line seminars and workshops in the field of tourism; Arranging and conducting of conferences, congresses and seminars in the field of tourism; Organizing community sporting and cultural events; Entertainment, namely, live music concerts, live performances by a musical band,

preparation of special effects, lighting production; Ticket reservation and booking services for entertainment, sporting and cultural events, including ticket reservation and booking services for theatres, cinemas, museums and concerts; Publication and editing of printed matter, namely, of magazines, books, newspapers; electronic publication services; Production of movie films, radio and television programs; News reporters services; Photographic reporting services; Photography; Translation.

Goods/Services

Class Status -- ACTIVE. IC 043. US 100 101. G & S: Providing of food and drink; Providing temporary accommodation; Day-nurseries in the nature of creches; Boarding for animals.

Goods/Services

Class Status -- ACTIVE. IC 044. US 100 101. G & S: Medical advisory services in the field of personnel health; Medical services; Hygienic and beauty care; veterinary services, animal husbandry, animal breeding, shoeing horses farrier services; Horticulture services; Agriculture and forestry services, namely, plant selection and propagation of plants, plant material, and produce and vermin exterminating for agriculture, horticulture and forestry.

Priority Date

2015/01/29

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2015/02/12

Examining Attorney

MCDOWELL, MATTHEW

AQUA FANTASY

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Personal Care

Dishwashing

Hand Wash

Disinfecting Cleaners

EXPLORE PRODUCTS BY:

Baby

Extra Tough Stains

Scents

Sensitive Skin

Softeners & Additives



Disinfecting Cleaners

Household Cleaners

Baby Care

Period Care

Household Paper

Trash Bags



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Help us bring peace of mind to a messy world with safe and effective products - and photos of happy homes!

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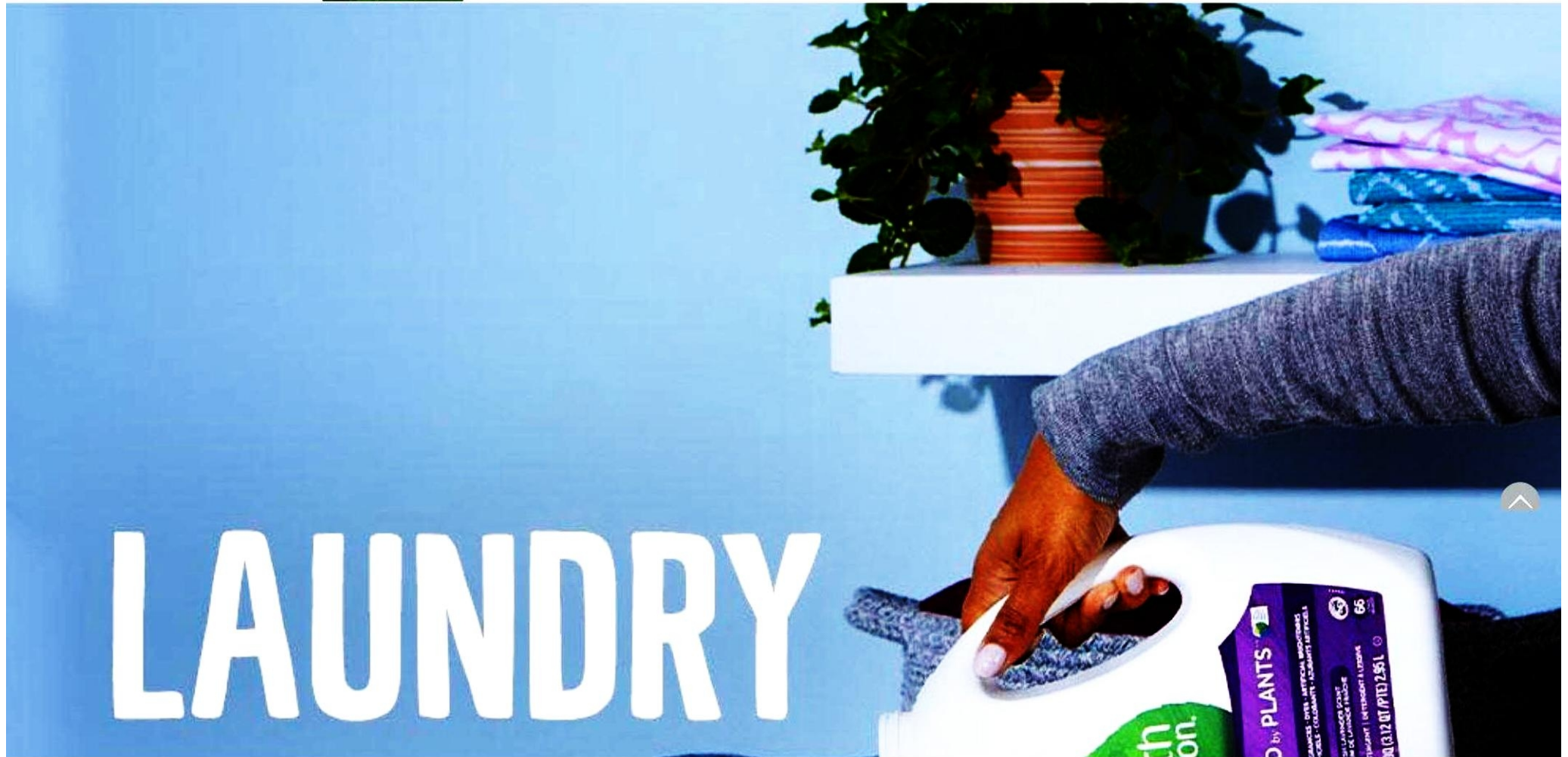


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Our laundry detergent formulas give you a stain fighting clean for 60 of your toughest stains. View our wide offerings of free and clear and scented laundry detergents.

Laundry

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- ☐ Laundry Powder
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Laundry Detergent - Fresh
Lavender Scent
Fresh Lavender Scent

★★★★★ (8426)



Laundry Detergent - Alpine Falls
Scent
Alpine Falls Scent

★★★★★ (8426)



Laundry Detergent - Free and
Clear
Free and Clear

★★★★★ (8426)

Personal Care

Dishwashing

Hand Wash

Disinfecting Cleaners

Household Cleaners

Baby Care

Period Care

Household Paper

Trash Bags

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EasyDose Ultra Concentrated
Laundry Detergent - Tropical Grove
Scent

Tropical Grove Scent

★★★★★ (1207)

FIND A RETAILER



EasyDose Ultra Concentrated
Laundry Detergent - Alpine Falls
Scent

Alpine Falls Scent

★★★★★ (1207)

FIND A RETAILER



EasyDose Ultra Concentrated
Laundry Detergent - Fresh
Lavender Scent

Fresh Lavender Scent

★★★★★ (1207)

FIND A RETAILER





EasyDose Ultra Concentrated
Laundry Detergent

Free & Clear

★★★★★ (1207)

FIND A RETAILER



Power+ Laundry Detergent - Free
and Clear

Free and Clear

★★★★★ (290)

FIND A RETAILER



Power Plus Laundry Detergent -
Clean Scent

Clean Scent

★★★★★ (0)

ONLINE SELLERS UNAVAILABLE



Laundry Detergent - Fresh Citrus
Scent

Fresh Citrus Scent

★★★★★ (8426)

FIND A RETAILER



Ultra Power Plus Laundry
Detergent - Fresh Citrus Scent

Fresh Citrus Scent

★★★★★ (290)

FIND A RETAILER



Concentrated Detergent -
Geranium Blossoms and Vanilla
Scent

Geranium Blossoms and Vanilla Scent

★★★★★ (95)

FIND A RETAILER



Laundry Detergent Packs - Free
and Clear

Free and Clear

★★★★★ (2958)

FIND A RETAILER





Concentrated Laundry Detergent -
Free and Clear
Free and Clear

★★★★★ (97)

FIND A RETAILER



Laundry Detergent Packs - Fresh
Citrus and Sandalwood Scent
Fresh Citrus and Sandalwood Scent

★★★★★ (2958)

FIND A RETAILER



Laundry Detergent Packs - Citrus
and Cedar Scent
Citrus and Cedar Scent

★★★★★ (2958)

FIND A RETAILER



Fabric Softener Sheets - Tropical
Grove Scent
Tropical Grove Scent

★★★★★ (426)

ONLINE SELLERS UNAVAILABLE



Liquid Fabric Softener - Free and
Clear
Free and Clear

★★★★★ (302)

FIND A RETAILER



Chlorine Free Bleach
Free & Clear

★★★★★ (112)

FIND A RETAILER



Liquid Fabric Softener - Fresh
Lavender Scent
Fresh Lavender Scent

★★★★★ (302)

FIND A RETAILER



Fabric Softener Sheets - Morning
Meadow Scent
Morning Meadow Scent

★★★★★ (0)

ONLINE SELLERS UNAVAILABLE



EasyDose Power + Ultra
Concentrated Laundry Detergent -
Clean Scent
Clean Scent

★★★★★ (0)

ONLINE SELLERS UNAVAILABLE



Ultra Power Plus Laundry
Detergent Packs
Fresh Citrus Scent

★★★★★ (290)

[FIND A RETAILER](#)



Fabric Softener Sheets - Fresh
Lavender Scent
Fresh Lavender Scent

★★★★★ (407)

[FIND A RETAILER](#)



Oxy Booster Packs
Free & Clear

★★★★★ (172)

[FIND A RETAILER](#)



Laundry Stain Remover - Free and
Clear
Free and Clear

★★★★★ (41)

[FIND A RETAILER](#)



Baby Laundry Detergent
Free & Clear

★★★★★ (164)

[FIND A RETAILER](#)



Fabric Softener Sheets - Free and
Clear
Free and Clear

★★★★★ (426)

[FIND A RETAILER](#)



Baby Concentrated Laundry
Detergent - Fresh Scent
Fresh Scent

★★★★★ (46)

FIND A RETAILER

About Our Laundry Products



It starts with our commitment to **Powered by Plants™ laundry detergent** made from renewable ingredients and tested on 60 of your toughest stains. That way, you get the clean clothes you expect, and the peace of mind you deserve.



As part of our commitment to nurture our planet's precious natural resources, and our belief in a seventh generation to come, **our liquid laundry detergents are 100% biodegradable to break down and leave no lasting impact on our water supply.** And we always formulate without artificial fragrances, dyes, or artificial brighteners.



Discover a clean for every family—and every mess. Our Baby Laundry Detergent is gentle on sensitive skin, Power + Laundry Detergent is boosted by advanced enzymes for extra-tough stains, and EasyDose™ Ultra Concentrated Laundry Detergent packs 66 loads into a 23 oz. bottle + revolutionary auto-dosing. 1 squeeze = 1 load. Don't forget Stain Remover Spray, Dryer Sheets, Fabric Softener, and Oxy Booster Packs.

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Personal Care

100% biodegradable body wash and deodorant formulas. Try our Water-Friendly formulas that are Made Safe certified.

Laundry

Personal Care

Dishwashing

Hand Wash

Disinfecting Cleaners

Household Cleaners

Baby Care



Mountain Morning Scent Deodorant
Mountain Morning Scent

★★★★☆ (718)

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Activated Charcoal Deodorant
Activated Charcoal Deodorant

★★★★☆ (718)

[FIND A RETAILER](#)



Powder Fresh Scent Deodorant
Powder Fresh Scent

★★★★☆ (718)

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Baby Care

Period Care

Household Paper

Trash Bags

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Fresh Citrus Scent Deodorant

Citrus Deodorant

★★★★★ (718)

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Foaming Body Wash - Mandarin
and Yuzu Scent

Mandarin and Yuzu Scent

★★★★★ (180)

[FIND A RETAILER](#)

Mandarin and Yuzu Scent Body
Wash

Mandarin and Yuzu Scent

★★★★★ (655)

[FIND A RETAILER](#)



Purifying Charcoal Body Wash

Purifying Charcoal

★★★★★ (655)

[FIND A RETAILER](#)



Lavender and Cedarwood Scent
Foaming Body Wash

Lavender and Cedarwood Scent

★★★★★ (180)

[FIND A RETAILER](#)



Lavender and Cedarwood Scent
Body Wash

Lavender and Cedarwood Scent

★★★★★ (655)

[FIND A RETAILER](#)



Fragrance Free Body Wash

Fragrance Free

★★★★★ (655)

[FIND A RETAILER](#)

Introducing Seventh Generation Personal Care
Featuring 100% biodegradable body wash and deodorant.

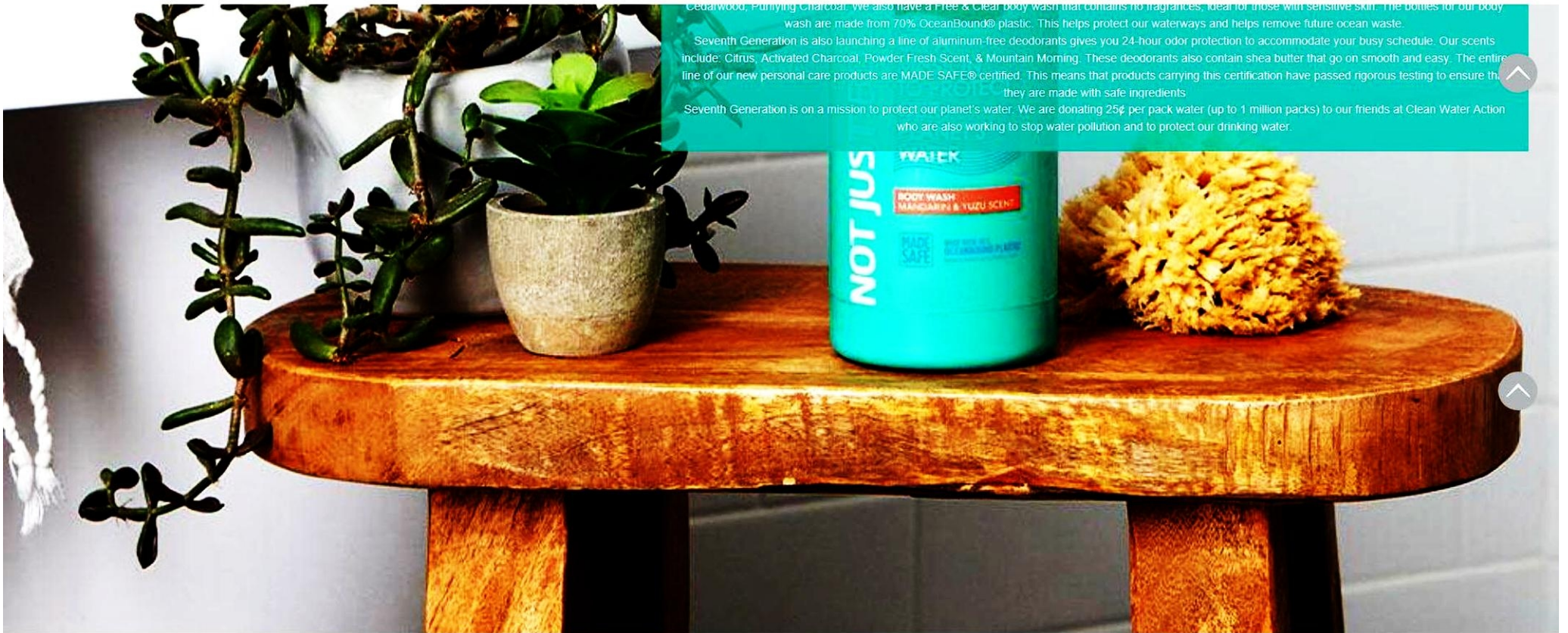
Help nurture our planet's sources of water for future generations to come. Our new line of personal care all starts with our Water-Friendly formulas®. Our formulas, instead of sticking around and potentially causing harm in waterways, breakdown and biodegrade in the environment.

Our new body wash contains shea butter that helps moisturize your skin as it cleans. Our new line of body wash scents includes: Mandarin & Yuzu, Lavender & Cedarwood, Purifying Charcoal. We also have a Free & Clear body wash that contains no fragrances, ideal for those with sensitive skin. The bottles for our body

Cedarwood, Purifying Charcoal. We also have a Free & Clear body wash that contains no fragrances, ideal for those with sensitive skin. The bottles for our body wash are made from 70% OceanBound® plastic. This helps protect our waterways and helps remove future ocean waste.

Seventh Generation is also launching a line of aluminum-free deodorants gives you 24-hour odor protection to accommodate your busy schedule. Our scents include: Citrus, Activated Charcoal, Powder Fresh Scent, & Mountain Morning. These deodorants also contain shea butter that go on smooth and easy. The entire line of our new personal care products are MADE SAFE® certified. This means that products carrying this certification have passed rigorous testing to ensure that they are made with safe ingredients.

Seventh Generation is on a mission to protect our planet's water. We are donating 25¢ per pack water (up to 1 million packs) to our friends at Clean Water Action who are also working to stop water pollution and to protect our drinking water.



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PRODUCT

 SHOP BY
SCENT

Mrs. **MEYER'S**
CLEAN DAY



Mrs. Meyer's Body Care Products

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Body Care

[Body Lotion](#)

[Body Scrub](#)

[Body Wash](#)

[Bar Soap](#)

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Refine by

No filters applied

In Stock

Product Type

Scent



Product Feature



Clementine Body Wash

\$7.99



ADD TO BUCKET



Birchwood Body Wash

\$7.99



ADD TO BUCKET



Lavender Body Wash

\$7.99



OUT OF STOCK



Lemon Verbena Body Wash

\$7.99



ADD TO BUCKET



Basil Body Wash

\$7.99



ADD TO BUCKET



Honeysuckle Body Wash

\$7.99



ADD TO BUCKET



Rain Water Body Wash

\$7.99



ADD TO BUCKET



Oat Blossom Body Wash

\$7.99



ADD TO BUCKET



Plum Berry Body Wash

\$7.99



ADD TO BUCKET





Clementine Daily Bar Soap

\$3.99

10.5 OZ (298g)

ADD TO BUCKET



Birchwood Daily Bar Soap

\$3.99

10.5 OZ (298g)

ADD TO BUCKET



Lavender Daily Bar Soap

\$3.99

★★★★★

OUT OF STOCK

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Let's be pen-pals

Hear first-hand about exclusive product launches, new scents, and more!

YES!



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Mrs. MEYER'S
CLEAN DAY



Mrs. Meyer's Laundry Products

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Laundry

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Refine by

No filters applied

In Stock

Product Type

Scent

Product Feature

Household Need

Gift Occasion



Lemon Verbena Laundry Scent
Booster



Basil Scent Booster



Honeysuckle Laundry Scent
Booster

OUT OF STOCK

\$9.99



ADD TO BUCKET



Lavender Laundry Set

\$9.99



OUT OF STOCK



Lemon Verbena Laundry Set

\$9.99



ADD TO BUCKET



Rain Water Laundry Set

~~\$29.99~~ ~~\$33.07~~



ADD TO BUCKET



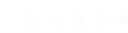
~~\$29.99~~ ~~\$33.07~~



ADD TO BUCKET



~~\$29.99~~ ~~\$33.07~~



ADD TO BUCKET





Basil Laundry Set

\$29.99 ~~\$33.07~~



ADD TO BUCKET



Honeysuckle Laundry Set

\$29.99 ~~\$33.07~~



ADD TO BUCKET



Geranium Laundry Set

\$29.99 ~~\$33.07~~



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FACE + BODY LOTION - EVERYDAY GENTLE

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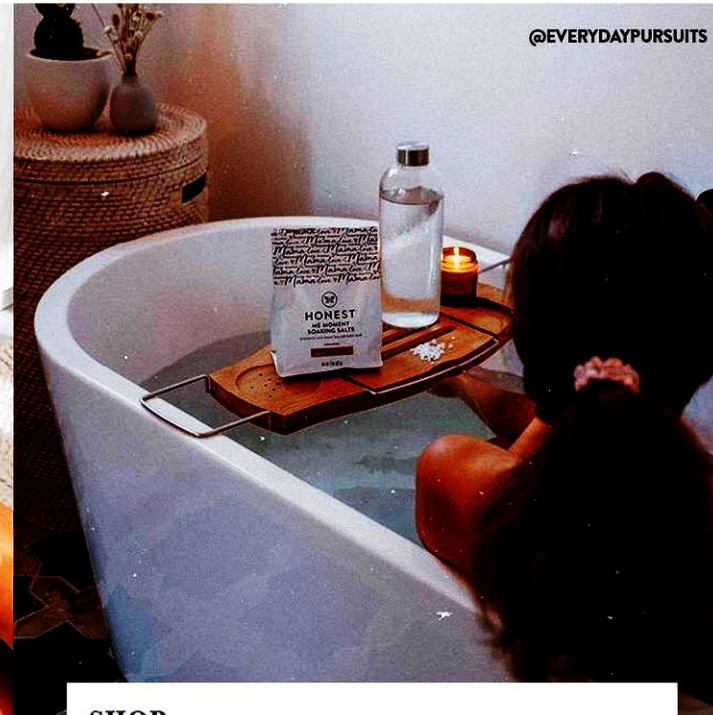
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Personal Care Means Honest Care

Whether it's a soothing bottom wash, a calming bubble bath, a luxurious body oil, or non-toxic feminine items when you need them most, you can trust us to have your best in mind for you and your family. After all, creating clean, safe, effective family and personal care products that work is our favorite pastime. With a product for every individual, we can help you take care of personal hygiene, skin care, or cosmetic needs. Your health and safety are important to us. We offer goodies for daily living activities such as bathing, bedtime, and everything in between, sans the thousands of iffy ingredients and additives we feel are unsafe for you and your loved ones.

Our unmovable position is that you deserve healthy, non-toxic personal care products you can count on to deliver, every. single. time. Not just you either, but your family too, from infant to adult. At Honest, we offer a variety of innovative solutions and products made from natural ingredients. We pride ourselves on having a little somethin' somethin' for everyone. You might even call us here at Honest Co a one-stop kind of shop. Whatever you want to call us, our commitment to bringing you clean, organic, useful personal care products never wavers. Remember, personal care means Honest care, and we are more than happy to have you put us to the test!

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Surr
☐ Fragrance
Free
☐ Free
&
Clear
☐ Free
and
Clear
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DONE

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Cleaning + Laundry 





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Clear, 12-Pack

~~\$41.40~~ **\$32.99**

Contiguous US Only

★★★★ 4.4 (36)

More Options Available



Clean Vibes Kit

\$39.99

★★★★ 4.1 (110)



Hypoallergenic Baby Laundry
Detergent

\$12.95

★★★★★ 5.0 (7)



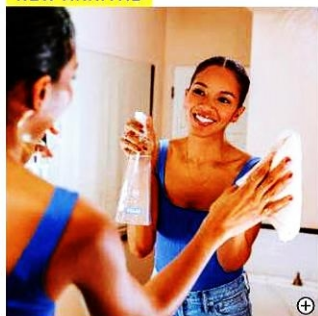
Honest Disinfecting Spray

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★★★★ 4.4 (123)

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NEW ARRIVAL



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★ 1.0 (1)

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NEW ARRIVAL



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Kit

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★★★★ 3.3 (13)

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NEW ARRIVAL



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\$9.99 _ \$16.99

★★★ 3.0 (7)

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Clear, 24-Pack

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★★★★ 4.4 (36)

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<div><div>+</div><div>Honest Disinfecting Spray, 2-Pack</div><div>\$43.90 \$12.49</div><div><div>★★★★☆</div>4.4 (123)</div><div>More Options Available</div><div>BEST SELLER</div></div>	<div><div>+</div><div>Hand Sanitizer Spray, Free + Clear</div><div>\$3.45</div><div>Contiguous US Only</div><div><div>★★★★☆</div>3.4 (8)</div><div>More Options Available</div><div>NEW ARRIVAL</div></div>	<div><div>+</div><div>Hand Sanitizer Gel</div><div>\$6.95</div><div>Contiguous US Only</div><div><div>★★★★☆</div>3.7 (7)</div><div>More Options Available</div><div>NEW ARRIVAL</div></div>	<div><div>+</div><div>Hand Sanitizer Spray</div><div>\$3.45</div><div>Contiguous US Only</div><div><div>★★★★★</div>5.0 (12)</div><div>More Options Available</div><div>NEW ARRIVAL</div></div>
<div><div>+</div><div>Honest Disinfecting Spray, 4-Pack</div><div>\$27.90 \$24.99</div><div><div>★★★★☆</div>4.4 (123)</div><div>More Options Available</div><div>NEW ARRIVAL</div></div>	<div><div>+</div><div>Bathroom Refillable Cleaning Kit, Starter Set</div><div>\$16.99</div><div><div>★★★★</div>3.0 (7)</div><div>More Options Available</div></div>	<div><div>+</div><div>Glass Refillable Cleaning Kit, Refill Pods</div><div>\$9.99</div><div><div>★</div>1.0 (1)</div><div>More Options Available</div></div>	<div><div>+</div><div>Glass Refillable Cleaning Kit, Starter Set</div><div>\$16.99</div><div><div>★</div>1.0 (1)</div><div>More Options Available</div></div>





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color



Dictionary

Thesaurus

color noun, often attributive

col·or | \ ˈkə-lər \

plural **colors**

Definition of *color* (Entry 1 of 2)

- 1
 - a : a phenomenon of light (such as red, brown, pink, or gray) or visual perception that enables one to differentiate otherwise identical objects
 - b (1) : the aspect of the appearance of objects and light sources that may be described in terms of hue, lightness, and saturation (see SATURATION sense 4) for objects and hue, brightness, and saturation for light sources
*// the changing **color** of the sky*
also : a specific combination of hue, saturation, and lightness or brightness
*// comes in six **colors***
(2) : a color other than and as contrasted with black, white, or gray
 - c **colors plural** : clothing of a bright (see BRIGHT entry 1 sense 4) color : clothing that is neither dark nor light in color
*// Wash your **colors** separately from your darks and lights.*
- 2 : something used to give color : PIGMENT
- 3
 - a : two or more hues employed in a medium of presentation
*// movies in **color***
 - b : the use or combination of colors
- 4 : skin pigmentation other than and especially darker than what is considered characteristic of people typically defined as white (WHITE entry 1 sense 2a)
*// a person of **color***
- 5 : complexion tint:

WORD OF THE DAY

hoosegow

[See Definitions and Examples »](#)

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: something used to give color to something : a pigment or dye

: the use or combination of colors

color verb

English Language Learners Definition of *color* (Entry 2 of 2)

: to give color to (something) : to change the color of (something)

: to draw with crayons, markers, colored pencils, etc. : to fill in a shape or picture using markers, crayons, colored pencils, etc.

: to change (someone's ideas, opinion, attitude, etc.) in some way

[See the full definition for *color* in the English Language Learners Dictionary](#)

color noun

col-or | \ 'kə-lər \

Kids Definition of *color* (Entry 1 of 2)

1 : the appearance of a thing apart from size and shape when light strikes it
// Red is the *color* of blood.

2 : skin tone as a mark of race
// You cannot discriminate on the basis of *color*.

3 : the rosy tint of a light-skinned person's face
// They still looked thin and tired, but *color* had returned to their cheeks.
— Mary Pope Osborne, *Christmas in Camelot*

4 : BLUSH entry 2 sense 1
// Her embarrassment showed in the *color* rising in her face.

5 **colors plural** : an identifying flag

6 : INTEREST entry 1 sense 2
// Details added *color* to his story.

color verb

color verb

colored; **coloring**

Kids Definition of *color* (Entry 2 of 2)

- 1** : to give color to
 - 2** : to change the color of
// She *colored* her hair.
 - 3** : to fill in the outlines of a shape or picture with color
 - 4** : to take on or change color : BLUSH
// He *colored* in anger.
 - 5** : INFLUENCE entry 2
// I won't let these rumors *color* my opinion.
-

color noun

col·or

variants: or chiefly British **colour** \ 'kəl-ər \

Medical Definition of *color*

- 1 a** : a phenomenon of light (as red, brown, pink, or gray) or visual perception that enables one to differentiate otherwise identical objects
- b** : the aspect of objects and light sources that may be described in terms of hue, lightness, and saturation for objects and hue, brightness, and saturation for light sources
- c** : a hue as contrasted with black, white, or gray
- 2** : complexion tint
especially : the tint characteristic of good health

Other Words from *color*

color or chiefly British **colour** adjective

encore COLOR STUDIO

Services

Encore offers most services à la carte to better fit busy schedules but also fit those who have more time to get pampered! Please free to give us a call to talk about options that fit your hair style and your life style.

haircuts and styles

Women (includes blowdry)	\$65+
Men	\$32
Children (typically 12 and under)	\$32
Quick Bang Trim	\$10
Shampoo and Blowdry Style	\$35+
Shampoo and Roller-Set	\$30
Updo (estimate available with free consultation)	\$80+

hair color

Face Frame (just the front – top and sides)	\$45
One Step (just roots)	\$70
Two Step (roots to ends)	\$80+
Toning Glaze	\$35+
Clear Shine Gloss	\$35



<http://www.encorecolorstudio.com/hair-cut-highlights-treatment-fairfax-centreville-clifton-chantilly/>
04/06/2021 06:57:30 PM

Color Correction (estimate available with free consultation)	price varies
--	--------------

highlights and dimensional lowlights

Face Frame High or Lowlights	\$45+
Partial High or Lowlights	\$75+
Partial High and Lowlights	\$95+
Full High or Lowlights	\$105+
Full High and Lowlights	\$130+
Ombre Without Root Color	\$130+
Ombre With Root Color	\$200+

treatments

Perm	\$85+
Relaxer	\$145+
Brazilian Blowout Keratin	\$300+
KeratinComplex Keratin Express	\$225+
Hydrating or Strengthening Maske	\$20+
Hydrating or Strengthening Kerastase Fusio-Dose	\$30+

Prices may adjust based on consultation.



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Don't Dullify Cleansing Treatment

Prime for Perfection

Pro Boosts

Hair Care & Styling

Shampoo + Conditioner

Styling

Accessories

Accessories

Hair Tools

The Boss Hair Dryer

Men's Hair Color →

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HOW TO ✓

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MEN'S →

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✓ ✓ Color ✓

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Madison Reed Hair Color Bar Fairfax is located in Mosaic District a few doors down from Barnes & Nobles. We can't wait

<https://www.madison-reed.com/colorbar/locations/fairfax>

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to meet you!

Hair Color Bars have resumed hair color services following strict health and safety protocols according to CDC guidelines.

We are also available for product pick up.

Learn more about our health and safety protocols.

See nearby locations: [Bethesda](#), [Reston](#), [Rockville](#), [Towson](#)

HOURS

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Closed

Mon:

Closed

Tue:

10AM - 7PM

Wed:

10AM - 7PM

Thu:

10AM - 7PM

Fri:

10AM - 7PM

Sat:

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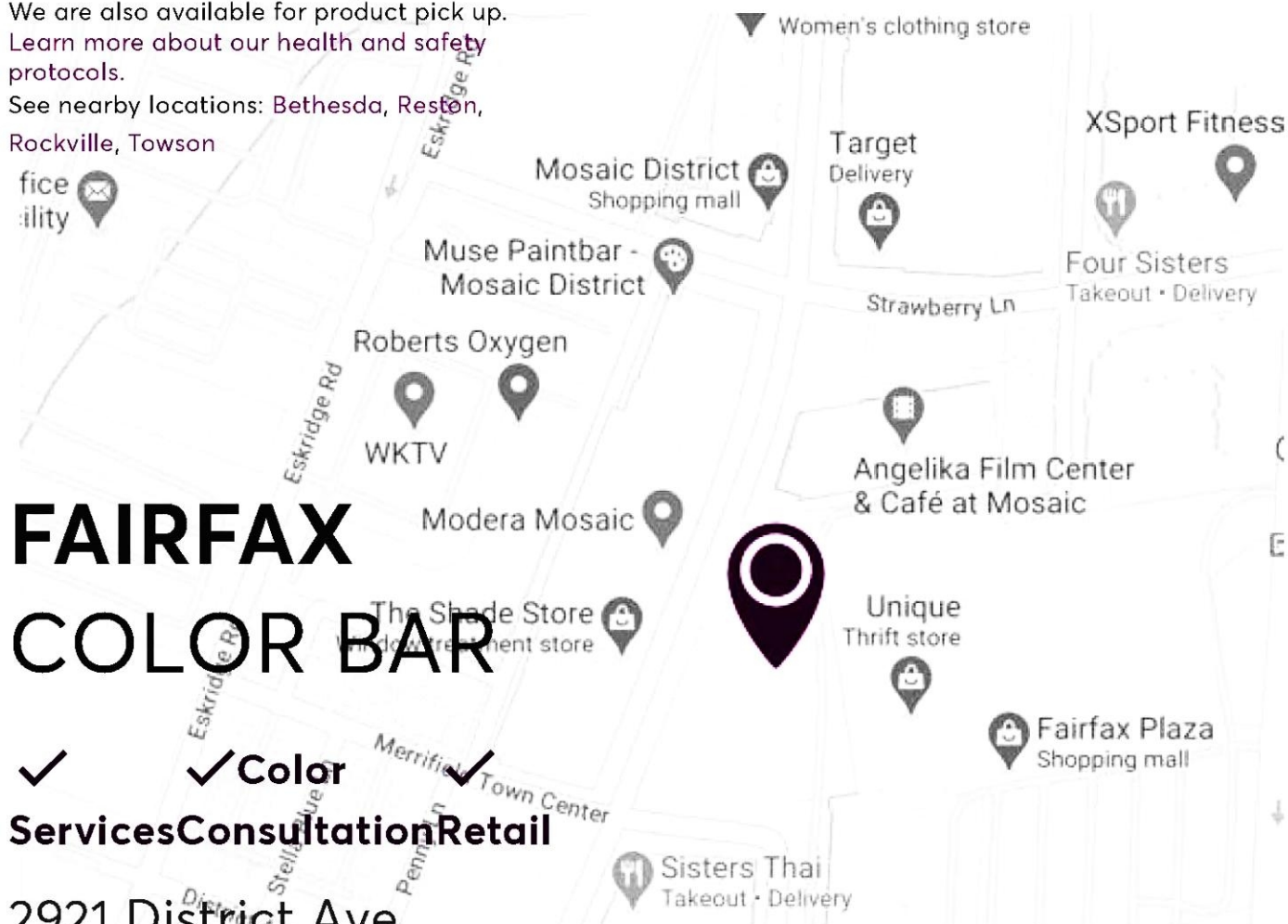
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✓ **Color** ✓
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Permanent color for roots +
Refresh color + boost shine

COLOR REVIVING GLOSS

Refresh color + boost shine with
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that lasts up to 8 washes

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WHY COLOR BAR?

Fast

We get you in & out fast, with easy booking & quick checkout (plus self blow dry option)

Longer hours & Sunday appointments to work around your schedule

In-house technology captures your color history, so we get it right every time, at every location.

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Fast



COLOR BAR

- We get you in & out fast, with easy booking & quick checkout (plus self blow dry option)

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- In-house technology captures your color history, so we get it right every time, at every location.

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✓ Color



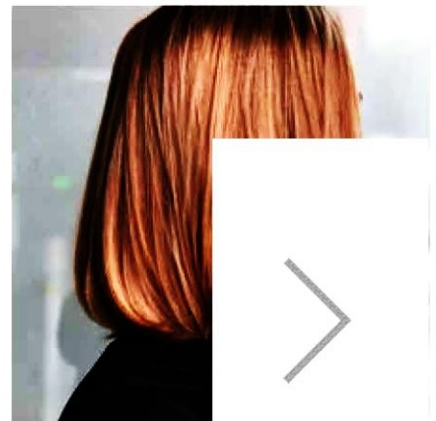
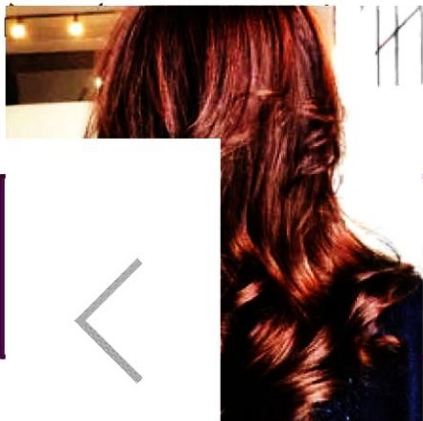
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REAL RESULTS



Learn more about our hair color bar Fairfax is located in Mosaic District a few doors

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Whether you're looking to freshen your look, cover those grays, or refresh existing color, our Color Bar hair color specialists are here for you. Call or book online to meet with one of our hair colorists in Fairfax, VA today.

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