



COLOR RUSH TIPS, FAQ, & CLEANING GUIDE:

The color used is 99% cornstarch. Ingredients are cornstarch, permissible cosmetic grade dyes, & fragrance. Color is least likely to stain hair and clothes if maximum amount is shaken out dry before showering or washing.

TIPS

- The dry powders may stain hair & clothes, so participants are cautioned not to wear their “Saturday best.” To avoid and/or minimize stain, vigorously shake out all dry excess powder before stepping into a shower or throwing your clothes in the wash. Once the caked dry colors get wet, it is hard to get out. However, if one can shake as much as possible out while dry, there is a good chance of not having pink hair for the next month.
- Do not throw colors into people’s eyes or mouth. It is even more fun to rub the colors, into the hair, back of the neck, and cheeks. If anyone gets irritants in their eyes, go to the clearly marked first aid tent where EMTs will give you an eye rinse. We suggest bringing bandanas, sunglasses, or dust mask for covering eyes and mouth...recommended. Anyone with asthma or any other breathing issues should avoid color events, or at least wear a mask and stay well away from the center of action. Same advice if you happen to be allergic to corn starch.
- Do not wear contacts to a color event!
- Good idea to bring plastic seat covers for the drive home. That or bring a change of clothes and a plastic bag for your festival clothes. Be courteous of local businesses and do not leave messes in their bathrooms.

Participants are advised to think twice before going into the middle of the crowd when the colors are first thrown. If you have not been before or have asthma, being smack in the middle of the crowd will be a challenge. Stay to the edges and have a cloth to cover your nose and mouth for the first three minutes. Under no circumstances should small children be in the middle of the crowd, unless high on the shoulders of an adult, and wearing the right protection.

FAQs

Q: Is the Color Rush timed?

A: The Color Rush is an untimed event. For anyone who wants a finish time, we suggest self-timing.

Q: What happens if there is bad weather?

A: A little rain won’t stop the event. It even makes the color brighter!

Q: Can some people have an allergic reaction to the powders?

A: The powders are 99 per cent corn starch, and, yes, a very small percentage of people are allergic to corn. If you or your children has ever experienced hives and/or a rash after eating corn products, or working with the corn starch in your kitchen, be careful to fully cover nose and mouth so as not to ingest any of the powder.

Q: Will running through the color zones affect my vision or breathing?

A: Our color powder is 99% cornstarch, permissible cosmetic grade dyes, & fragrance. Participants may opt to wear glasses or goggles for their eyes and use a bandana or dust mask for their mouths. Our certified Color Throwers make sure to aim low as you pass by.

Q: Is it safe to bring cameras and phones into the color zones?

A: To be totally safe, we recommend covering cameras/phones with a protective dust wrap. The Color Rush is not liable for any damage that might be done to your phone or camera!

Q: Will the color ruin my clothes or running shoes?

A: The color mostly washes out after the event. As with anything dirty, the sooner you wash it the better. It's best to wear items that you wouldn't mind getting colorful. For FULL color cleaning ideas and tips, check out the info below.

Q: Do you have a cleaning station after the race?

A: We will have some cleaning supplies at SAGE Parking Lot Party, but we cannot guarantee that there will be enough for everyone. We suggest shaking as much of the color off and brining a towel and extra pair of clothing if you do not want to get color in your car.

CLEANING GUIDE

Below are a few helpful guidelines to keep you looking fresh!

SKIN & HAIR

Color powder washes right out! Just take a shower, grab a bar of soap and some shampoo and you should be set! The color company's warehouse uses Dawn dishwashing soap to wash out the colored paint – it seems to do the trick on washing it out of skin. If you have light colored hair – sometimes the colors can have a little bit more staying power! It will wash out in a few days. Sometimes you just have to have a sense of humor! But if you have a photo shoot the next day and you don't want pink hair, then you may want to wear a hat or try oiling your hair with Coconut oil before the race.

Some hair types just love our color a little more than others. The good news? We have yet to hear of anyone suddenly having permanently pink hair after our event. It will come out! Here are a few tips for keeping your hair color free:

- Treat your hair with a leave-in conditioner before the event- especially on the ends for highlighted or bleached hair.
- Consider a hat or bandana.

- After the event, dust off any loose powder before hopping in the shower.
- Wash your hair a few times, if necessary.
- If any color still sticks, repeat!

CLOTHES

Wondering how to get color powder off your clothes after the event? It's nothing a tumble through the washing machine won't take care of! Color Powder washes out of most clothing but since we haven't tested every fabric under the sun you may want to leave your favorite running clothes or evening dress at home. Dust off or blow off as much powder as possible before washing. You may want to wash your color branded gear separately in cold water. If it doesn't wash out the first time, don't put it in the dryer and try some stain remover or bleach (white clothes only) the second time around.

Generally, your clothes will return to their pre-color-loving state. We do have a few tips to help as you clean them:

- After the event, dust and shake off as much color as possible.
- Rinse your colorful clothes in cold water before running a wash cycle- and then wash as you normally would.
- Don't wear your brand-new suede boots. Save those for the after party.
- If color is still holding on, wash it all again!

GEAR

Strollers, car interiors, camera straps, purses... Our color is wild and free at the event. To keep your gear clean, remember the following:

- Blowing, shaking, vacuuming, or dusting off your gear before washing it is best. Put some gusto in it!
- After removing as much excess powder as possible, spot clean as needed.
- Some gear may take more time and effort to get back to normal. Best practice is to not bring anything you are too worried about having lingering color.