

# WWD SCOOP

EYE ON THE INSIDE



## NATURALMATCH

As a problem, it may not rank up there with world peace, but in terms of beauty—and hair color specifically—many women know that getting uniform hair color—in all the strategic places—is no easy matter. Until now. Socialite and entrepreneur Nancy Jarecki has created Betty, Color for the Hair Down There. Available in five shades (black, brown, blonde, auburn and—for the adventurous—hot pink), the at-home kit is drip-free and has been certified safe by a toxicologist.

"When I lived in Rome, I would see hair colorists give their clients a little bag to take home," says Jarecki, when queried about her inspiration for the line. "I gathered up my courage to ask what it was." The answer provided an "aha" moment for Jarecki, who cocreated MovieFone with her husband, Andrew. "I thought, 'who wouldn't want to be natural down there.'" Now really only your hairdresser will know for sure.

Betty, available in five shades, \$20 each; [bettybeauty.com](http://bettybeauty.com)