

COLORS OF THE WORLD CRAYONS



Introducing Crayola's Colors of the World Crayons – a line of 24 specially formulated crayons representing more than 40 global skin tones!

Product Descriptions

- **Colors of the World Crayons (24 count):** With Colors of the World Crayons, children can fully and accurately represent themselves and the world around them through creativity, imagination and self-expression! The 24 newly formulated colors reflect more than 40 global skin tone shades encompassing three undertones – Rose, Almond & Golden – and range in skin tone colors from Extra Light to Deepest. Colors of the World packaging features color panels and authentic color names to help kids find the shade that best represents themselves. Each crayon is wrapped in a gradient skin tone label, with the color name in English, Spanish and French.
- **Colors of the World Crayons (32 count):** In addition to featuring the 24 new skin tone colors, the Colors of the World 32 count crayon pack features four hair and four eye color crayons - perfect for creating a complete self-portrait.

Target Audience

- Children aged 3 years and older

How to Buy

- The 24 count is available on Crayola.com for \$2.49 (*submit your email to be alerted on product availability*)
- The 32 count is available exclusively at Walmart for \$1.77 (*pre-order until July*)

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