

## To Dye-For: Tips and Tricks to Dress Your Eggs for Easter

In 2012, there were more than three million online searches for egg decorating, one of America's favorite Easter traditions! And a recent American Egg Board survey reveals nearly two-thirds (61 percent) of respondents say their families decorate one to two dozen eggs each year.<sup>i</sup> Whether using an egg coloring kit or dyeing eggs naturally, get creative this Easter season with these quick and easy decorating tips from HGTV interior designer, Sabrina Soto.

**Ready, Set, Dye.** Start with clean, cool, hard-boiled eggs. Make sure everyone washes their hands in hot, soapy water before and after handling eggs. This protects the eggshell from any oils on hands that may prevent dye from adhering.

**Get a Grip.** Enlist the help of accessories like an egg dipper, which can be found in egg coloring kits, to hold on to those eggs while coloring them. This "egg-cential" accessory helps little hands dip it into the dye securely.

**Color Me Happy.** More than two-thirds of egg decorators buy kits each year to help dye eggs, and anticipate coral will be the hot color of the Easter season.<sup>ii</sup> When using a coloring kit, vary the color of egg dye by adding different ingredients to the color tablet. For ultra-vibrant colored eggs, add vinegar. Looking for more traditional colored eggs? Use lemon juice. To embrace the pastel colors of spring, just use water.

**Ombre.** Purchase basic spray paint from your local craft store. Begin by spray painting one end of the egg with a heavy coat and lightening the coats as you work your way up to the opposite end of the egg. You'll achieve a beautiful ombre effect. Introduce a new color by spray painting the other end and blending the colors in the middle.

**Doodle Design.** Eggs don't have to be dyed to look special! Get a thin sharpie marker and doodle away. Create beautiful designs and patterns around the egg. Paisley and flowers are simple to make. Start with a leaf or a daisy shape and keep building off that design until the egg is fully decorated!

**Re-Pin It to Win It.** Visit the Incredible Egg on Pinterest for more inspiring ideas and showcase your unique egg design when the "Easter Eggs-travaganza Sweepstakes" kicks off on March 18. The grand prize winner will receive a gift card valued at \$1,000 to put toward a room makeover and four runners-up will receive a gift card valued at \$200.

Sources:

<sup>i</sup>Impulse Research for American Egg Board. Survey conducted online with random sample of 1,031 men and women, 18+, who will participate in decorating eggs. Research was conducted in February 2013. Overall sampling error for survey is +/- 3% at the 95% level of confidence.

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