

UNIQUE ART DEC 06



L'ORÉAL PARIS
PROFESSIONNEL



SALON FEATURE

Salon

The glamorous and sophisticated **Salon O** certainly lives up to the reputation of its exclusive location in Greenwich, Connecticut. It constitutes as a calming sanctuary; the perfect place to indulge in some "personal time." The salon hosts 19 stations, and, in addition to styling and haircolor, Salon O provides services including makeup, hair removal and nail treatments.

Decorated with free-flowing draperies and rich wood floors, the simplistic design makes the space very open and airy. The color scheme is white and cream with small splashes of pale tones to create a feeling of peace and relaxation. Salon O strives to live up to clients' expectations for quality hair care, and provides unsurpassed service with only the highest quality products, which, of course, includes haircolor by **L'Oréal Professionnel**.

Salon owners **Omar Roth** and **Rocco Palermi** both note that listening to clients' needs is a top priority. When referencing his clients, Omar said, "It's not about me. While I execute my job, I never lose site of what their needs and concerns are." For Rocco, each session begins with a client consultation. "Studying the face shape, style of dress, and hair texture, is just part of what I do before I come up with a personalized hairstyle for each and every client," said Rocco.

To complete looks, Omar and Rocco have relied on **L'Oréal Professionnel** for several years. "Before we started our own business, we both worked at **Jose Eber** in White Plains, New York and used **L'Oréal Professionnel** haircolor. When it came to deciding on a color line for our salon, it was a no brainer. We continued to use **L'Oréal Professionnel** the day we opened the doors to our own business, Salon O, on September 8, 2005," the two said.



Rocco mentioned that **Salon O** often receives phone calls from clients, as well as potential clients, inquiring if the salon uses **L'Oréal Professionnel** haircolor. "It's the only color they will use in their hair, and the consistent results keep clients coming back."

Both noted that with the superior conditioning properties and vast color choices, clients feel that their hair not only looks better, but it feels better after their color service. "From the grey coverage of Majrol, to the illuminating shine of Richesse, every color line from **L'Oréal Professionnel** brings hair to life," they said.

While they mentioned the haircolor line is enough to keep Omar and Rocco loyal to **L'Oréal Professionnel**, they also praise the education **L'Oréal Professionnel** provides. Both stating, "**L'Oréal Professionnel** does not end with great haircolor. The education provided continues to inspire and challenge our technicians."

Salon O certainly lives up to its goal—to create an everlasting impression of personal style, carefully guided by their hair designers. With young talents Omar and Rocco leading the path, **Salon O** will continue to be a success.

Salon O
239 Mill Street, Greenwich, Connecticut, 203.531.3000
www.salon0.net

