

# Salon One21 web copy

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## Home

### Expect the best from Salon One21.

#### Safe, healthy hair coloring and styling products

Salon One21 uses L'Oreal Professionnel products exclusively, including INOA (Innovation No Ammonia) Color. INOA provides 100% gray coverage and long-lasting color with no ammonia, no odor, and no scalp irritation. Choose from a seemingly endless selection of natural looking colors that nourish and support your hair. Many of the L'Oreal Professionnel products we use are environmentally friendly and free of harmful ingredients such as sulfate, paraben and silicone.

#### Consultative, personal attention

Our seasoned stylists take time to analyze your hair and understand your personal hair care and style needs. You can participate in the process at the Color Bar, where color selection and mixing are an integral part of the salon experience. Your stylist will teach you how to maintain your cut, color and hair health at home, between salon visits.

#### Unique style, unique color—where science and art converge

At Salon One21, you can create a look that's distinctively yours. Our stylists continually hone their skills and learn contemporary hair techniques. In fact, Salon One21 is one of the few salons in the region to offer balayage, a European free-form highlighting process, hair extensions and Keratin natural hair straightening.

**Schedule your appointment at Salon One21 today. Our exclusive, modern salon is conveniently located in historic Wake Forest.**

# About

## About Salon One21

Step into Salon One21 and feel your tension melt away as you leave behind the hustle and bustle of the world. You're entering a soothing, temporary retreat from all other obligations. Our goal is to make you look—and FEEL—terrific. Salon One21 is located in a quaint building in downtown Wake Forest where the atmosphere is rich with stories from past inhabitants. We've updated the space and given it new life as one of North Carolina's premier salons. Owner Tiffani has a flair for the eclectic and creative. She's melded shabby and chic with modern and sophisticated, creating an environment that's warm and welcoming. From the waiting area to the Color Bar, it's the small touches of convenience and comfort that make a big difference to clients.

We know clients like you want a distinctive look that you can call your own. You count on our team of experts to solve your hair care challenges and turn the ordinary into the extraordinary.

Meet our stylists and learn more about Tiffani's commitment to continuing education.

## Stylists

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### Education

Tiffani lives her commitment to ongoing training and education. She remains on the forefront of the latest hair trends in the international community, so Salon One21 can offer clients the most contemporary hair styling and colors in the world.

Continuing education is critical in the hair industry. Salon One21 stylists continually expand their skills and techniques. As a former national trainer for L'Oreal Professionnel, Tiffani spreads her expertise and knowledge to other stylists, hosting events at Salon One21 and teaching throughout the region.

**This attention to skill development and commitment to superior client experiences sets Salon One21 apart from the rest.**

# Color Bar

## L'Oreal Professional products

Salon One21 has incorporated the European concept of the Color Bar, an interactive experience where you can create your own signature hair color or highlights. In the Salon One21 Color Bar, you'll enjoy an intimate, thorough color consultation with your stylist in a bright, contemporary setting.

Salon One21 uses L'Oreal Professionnel's luxury lines Serie Expert, Texture Expert and Serie Nature. You'll find their collection of colors is virtually limitless and they guarantee the longevity of your hair color & style when using their top-of-the-line products. All are fade resistant, deeply nourishing and will thoroughly cover even the most persistent gray hair. Your salon hair coloring treatment will include L'Oreal's Powerdose, a pharmaceutical-grade conditioning treatment, and we'll send you home with the right products to care for your hair between visits. Ask your stylist today for a recommendation of products for your at home hair care.

**At the Salon One21 Color Bar, you can select from a wide range of coloring services, including:**

- Single process color with or without highlights
- Full, partial or face-framing highlights
- Balayage
- Color blocking
- Glaze/color refresh
- Men's color and highlights

**Call Salon One21 and make your appointment at the Color Bar.**

# Balayage

## What is Balayage?

Have you ever seen someone with soft, radiant highlights and wonder: what exotic tropical place did she just return from? Chances are, she hasn't been on vacation but has indulged in a free form style of highlighting called balayage.

When you visit Salon One21, you, too, can have that just-got-back-from-vacation-look—all year round.

Balayage is a European style of hair color. Instead of using foils to create highlights, your Salon One21 stylist uses a brush to create soft, natural highlights. With traditional foils, your stylist applies highlight color evenly from root to end. Balayage allows your stylist to alter the application along the strands of hair, making them lighter at the roots and thicker towards the ends. Just as the masters used the right colors and the right brush strokes to create a work of art, you can turn your hair into a one-of-a-kind masterpiece with Balayage. You'll also avoid that grown out look, and your hair will remain soft and healthy.

Balayage has grown in popularity over the past five years. However, it's still a specialty service and many salons are not yet offering it. At Salon One21, our hairstylists have been extensively trained and are experts in the balayage technique.

The key to perfect balayage highlights are the right color, a skilled stylist and proper on-going care. At Salon One21's Color Bar, you and your stylist can select highlights that flatter your skin tones and complement your hair color. And, with the right L'Oreal products for home use, you'll preserve your highlights and nurture your colored hair. Balayage at Salon One21: relax, we've got you covered.

# Bridal Spa

## Join us for a bridal spa treatment!

It's your special day; you should be the star attraction and your wedding party the supporting cast. Relax and let the experts at Salon One21 help make your wedding all you hoped for.

Chose your look—classic and elegant, modern and unconventional, or anything in between. Our trusted stylists will collaborate with you to select the perfect hairstyle and accessories to complement your face and your wedding gown.

Salon One21's full bridal package includes hair and make-up consultation, a trial styling session, as well as hair and make-up on your wedding day. Our spacious salon has plenty of room so feel free to invite your photographer to take your bridal portraits onsite.

Indulge yourself, your family and friends with our special bridal packages. While you sip complementary mimosas and nibble hors d'oeuvres, we'll pamper you and your guests, styling your hair and professionally applying make-up. We'll even come to you upon request. Ask about our catering options and travel rates.

In addition to the full bridal package, you can select any of the individual Salon One21 bridal services: styling consultation, trial styling session, make-up application, and wedding day styling or updo.

When it comes time to walk down the aisle, you'll be relaxed, confident and you'll look fabulous.

**Call Salon One21 to schedule your bridal services.**

# Services

## We have everything you need.

Not sure exactly which service is right for you? Schedule a complementary consultation with a Salon One21 stylist, who will evaluate your hair and help you choose the best solutions.

**Click here** to download a pdf of the Salon One21 services brochure.

### Basic salon services

Haircut for men, women and children  
Texture Waves  
Styling  
Blow dry  
Updos  
Flat iron or curling iron  
Waxing  
L'Oreal's Powerdose conditioning treatments

### Products

#### **Dermalogica Skin Care**

The number one choice of skin care professionals and consumers worldwide. With over 25 years of dedicated development, innovation and professional recommendation Dermalogica now boasts a fantastic range of products.

Dermalogica has a moisturizer formula for every skin condition, from dry to oily, making some of the best facial moisturizers you can buy.

Dermalogica Exfoliant product range helps to improve texture and brighten skin and help towards the health of all skin conditions.

We are proud to be the only salon in the Wake Forest – Raleigh – Durham area to offer this exciting product. Stop by to get a professional consultation and the perfect Dermalogica product for your skin.

#### **Mirabella Cosmetics**

Mirabella is the leading line of cosmetics used by salon professionals.

Mirabella Beauty was developed and perfected by working makeup artists to meet the needs of professional salons, spas and their clients. Each product is selected to ensure easy application, superior wear and to create the Oh! Wow! feeling for consumers when they look in the mirror.

### Color Bar

The Salon One21 Color Bar is Wake Forest's premier, interactive hair coloring experience ([learn more about the Color Bar](#)). Here's what you can expect at the Color Bar.

**INOA—Innovation No Ammonia**—This is L'Oreal's newest line of permanent hair coloring products and the first line of hair colors that are completely ammonia-free. You'll enjoy a fade-resistant, odor-free hair coloring experience and

lustrous colors that protect and nurture your hair. The INOA expanded color palette means you and your stylist can create a signature look just for you—your very own unique hair color and highlights. The INOA colors are rich and completely—and naturally—cover gray hair.

**L'Oreal Professionnel colors**—At Salon One21, we feel good about using L'Oreal Professionnel products and recommending L'Oreal home products to our clients. L'Oreal has been making hair products for more than a century. The company has a strong ethics program, and while L'Oreal continually innovates new products (such as INOA), it is ever mindful of its impact on the environment. L'Oreal does not use animals in product testing.

**Expert, professional stylists** (learn more about Salon One21's commitment to training and continuing education)

# Services

## Premier salon services

**Balayage European free-style highlighting** ([learn more about Balayage](#))

**SO. CAP. Hair extensions**— Choose from an extensive color collection of healthy, 100 percent, human hair extensions, which use Keratin-protein bonding technology. SO.CAP. extensions are easy to remove without damaging your hair.

**Coppola Keratin smoothing complex**—Straighten and nurture dull, damaged or frizzy hair. Many hair-straightening techniques use chemicals to break and restructure the bonds in your hair shaft. However, Salon One 21 uses keratin, which is naturally found in hair. Keratin smoothes your hair by coating and replenishing individual strands of hair. It even works on color-treated hair.

**Thermal straightening**—Whether you're looking for a fresh new look, or just want to tame your curly, frizzy hair, thermal straightening does the job while preserving the health of your hair. After thermal straightening, you can face North Carolina's ubiquitous humidity confident your hair will continue to look smooth and luxurious.

### **Bridal**

Bridal styling packages ([learn more about our bridal services](#))



# Boutique

## Look great and command attention.

Before you complete your visit to the salon, browse the extensive assortment of accessories at the Salon One21 boutique. Your stylist can help you select clips and other embellishments so you can vary your hairstyle as the occasion (and mood) move you. She'll even show you how to use them so you'll feel confident accessorizing your hair at home.

Perhaps you're looking for a piece of jewelry or handbag to add a fashionable accent to a special outfit. Or perhaps you just want to expand your personal collection of accessories. Whether you're looking for elegant, chic or whimsical, you'll have lots of smart and affordable selections to choose from and a stylist nearby who can offer a professional opinion or guide you to the right piece.

The Salon One21 Boutique is also a great place to shop for others. Indulge your mother, sister or other special woman in your life with a gift that's useful—but fun—and personally handpicked by you.

**Stop by the Salon One21 Boutique today!**