

# salon today

FOR FINER SALONS & SPAS

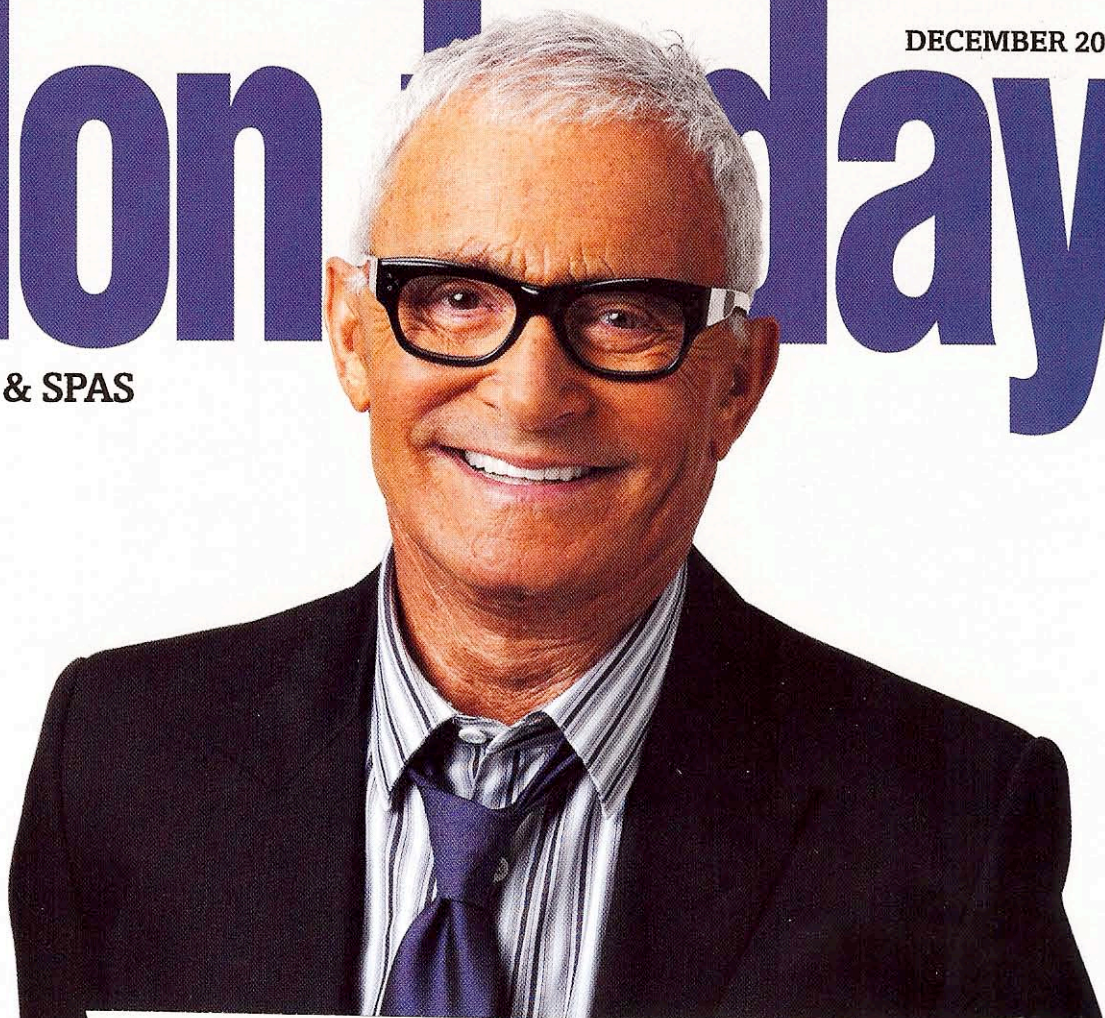
## VIDAL SASSOON

Building a New Legacy

## CAUSE MARKETING HOW-TOS

14 Profiles in Philanthropy

## GREATER GIFTS



## Party with a Purpose

**W**hat do natural curls have in common with Chevrolet's Malibu Hybrid? In a creative pairing, the stylists from **Bella Bethesda Salon**, in Bethesda, Maryland, demonstrated their automotive interpretations when the salon partnered with a local car dealership for a unique hair show. The event celebrated the anniversary of the salon owned by sisters **Lindsey Dabney** and **Stacy Dabney Ramirez**. In the show *Cars, Curls and Cocktails*, the salon's stylists showcased upcoming trends for 2009, pairing each with a set of wheels. The night also included demonstrations with Phyto hair products, a martini bar and drawings to win products used in creating the night's featured looks.

