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**CONTACT:**

Lauren Reese 301-585-5034 ext. 113  
[lauren@cfoxcommunications.com](mailto:lauren@cfoxcommunications.com)

## **Back to School with Hair Care and Chemistry:**

### ***Bella Bethesda Salon's Boy Sharp Explains the Science Behind Achieving the Perfect Hair Color***

**Bethesda, MD** (September 8, 2010) — As a new school year kicks off, Washington, DC area residents are busy crossing items off their back to school lists. Among the school supplies and new clothes purchased, Bella Bethesda Salon is focused on moving to the “head” of the class with hair care and color tips for fall and offers insight into achieving the perfect new look.

The first word of caution from Bella Bethesda is to “step away from the box color.” In the world of color, “one size does not fit all,” said Boy Sharp, a 20-year veteran colorist at Bella Bethesda. “It is often believed that box color is the best route because of the reduced price, however having a professional color your hair outweighs any grocery store dye because of the longevity and manageability alone.”

Sharp has color down to a science and offers the following insight as to why going to a salon is the best option when you are in the market to color your hair:

- **Safety-** Salon color allows variation in the chemical components that may cause irritation or sensitivity. Because box colors require a larger amount of chemicals to address all types of hair, you run the risk of skin irritation or allergies. Although it is unlikely, should an individual have sensitivity, professional color application may include a pre-treatment to counteract irritants or eliminate ingredients that cause reactions.
- **Chemical-** Box color is formulated to accommodate the most difficult to color hair which means it is very strong and very aggressive. When done by a professional, the degree and strength of color are controlled.
- **Individual-** Professional consultation is one of the many benefits of salon coloring. Variation among hair types (ie. fine vs. coarse, porous vs. non-porous) is often why errors result when using a box color. Stylists are able to address individual needs and formulate the proper hue for each client.
- **Economical-** Although it appears more cost effective in the short term, damage and mishaps that may result when using store bought dye could be costly to fix or cause irreparable damage to your hair.
- **Natural-** Professional hair color offers customization you won't receive from a box. At Bella Bethesda, over 70 hues are available to create unique and natural color. Compared to box color which uses one tone, professional color involves mixing at least 2-3 colors to achieve the best look during every color service.
- **Control-** Self application is a tricky process and can result in mistakes. Professional color lessens this risk while delivering application techniques often too difficult to achieve at home. Stylists have the ability to enhance or diminish individual features by using a variation of colors (ie. enhance eye color, elongated the face, etc).

As an added incentive to brighten up your color this fall, Bella Bethesda Salon is offering all new clients \$20 off color services (over \$50) through Sunday, October 31.

Located in the heart of downtown Bethesda, Bella Bethesda Salon is owned and operated by sisters Lindsey Dabney and Stacy Dabney Ramirez. Twice voted Best Salon in Bethesda by the readers of *Bethesda Magazine*, the salon offers a full range of hair salon services, including makeup and waxing. Bella Bethesda Salon is located on the corner of Elm Street and Woodmont Avenue. For more information about Bella Bethesda Salon visit [www.bellabethesda.com](http://www.bellabethesda.com) or call 301-718-9111.

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