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Samuel Cole Salon, Salon Moxie Host “Wellastrate” and “Voluminate” Class

July 8, 2007 (RALEIGH, NC) – In keeping with their commitment to provide on-going education for their stylists, Jack and Joelle Ray, owners of Samuel Cole Salon and Salon Moxie in North Raleigh, recently hosted a five-hour Wella hair care class that introduced both salons’ staffs to The Wella Corporation’s new “Wellastrate” and “Voluminate” products. Pamela Mackowiak, a professional service educator with The Wella Corporation, presented the class.

According to Mackowiak, Wellastrate is an effective yet mild hair-straightening, cream-based preparation developed to straighten very curly or frizzy hair. Formulated in two versions for different hair structures, it contains Jojoba oil which, Mackowiak says, protects the hair. “Voluminate” is a demi-permanent product (lasting six to eight weeks) that adds volume, texture and natural movement to hair that couldn’t otherwise hold hairstyles.

“Wellastrate works as a curl reducer and as an excellent means to tame unruly hair, making it more manageable” Joelle Ray said. “Yet it’s not as intensive or as expensive as the Japanese Silk permanent hair straightener, which takes five-hours to complete.” (The Japanese straightener is only available at Samuel Cole Salon, not Salon Moxie.)

“Voluminate” is “great for those who want more style options,” Ray said, “but it’s not a long-term commitment like a permanent wave. And it can be used on color-treated hair.”

According to the Rays, every stylist at both salons receives regular in-salon professional training such as this class, as well as continuing education from instructors at Bumble and bumble University in New York City, a graduate school for hairdressers. The classes and workshops are mandatory for both salons' staff.

Samuel Cole Salon, located at 240 Newton Road, was featured last month in both Salon Today and American Salon magazines. It was recently named one of the Top Ten Hair Salons *and* Best Salon for Color and Highlights in Citysearch's Best of the Triangle readers' poll. IN 2006, It received *Metro* magazine's "Metro Bravo" award for Best Salon in the Triangle in 2006.

Salon Moxie opened recently in North Ridge Shopping Center on Falls of Neuse Road to offer an alternative to both "budget" salons and more upscale destinations like Samuel Cole Salon. It also serves as a training salon for new stylists who want to extend their expertise beyond what they've learned in cosmetology schools.

For more information visit <http://www.samuelcole.com> and <http://www.salon-moxie.com>.

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