

IVY LEAGUE MBA Leaves Corporate World to Build New Type of Beauty Salon

IRVINE, Calif., March 3, 2008 — Beauty Heaven, Orange County's newest luxury salon specializing in hair color, hair cutting, and Great Lengths hair extensions, has employed a unique program, created by Columbia Business School graduate and owner, Ann Merin, to ensure the best possible quality for its elite clientele.

"When I moved to the West Coast 10 years ago I spent about a year trying to find a new stylist," said Ann Merin, Owner of Beauty Heaven. "I went to many of the top colorists and salons in Los Angeles and had mediocre results despite the astronomical prices. Eventually, I left my lucrative career and applied my Ivy League MBA and consulting background to find out why the quality of service, even from trained stylists at well known salons, was so unpredictable. I even went to cosmetology school and obtained my license so I could really understand how the industry works at every level. The result of my odyssey was the creation of a salon that specifically addresses the issues I uncovered."

Ann discovered several factors that were critical to ensuring consistent, successful outcome at a Beauty Salon. "Of course training and talent are essential but I found that the most important determining factor for success is communication between the stylist and the client," said Ann. "This may sound simple, but I found that many of the most experienced stylists don't do this very well. In fact, they sometimes let their own expertise bias their understanding of what a client is asking for. To address this, we created a specific communications protocol that ensures our understanding of a client's goals and needs."

Beauty Heaven's approach also includes educating the client. "There are many people in the salon industry who will tell you that you should withhold information such as formulation and placement technique from the client," said Ann. "I found, however, that informing the client and explaining their options creates a better outcome."



Another critical factor that Ann identified is collaboration. "Usually, stylists at the same salon work very independently, do not share knowledge, and may even compete against each other. In this type of environment, a mistake has to happen to each individual stylist before everyone in the salon can learn from it. Our unique business model encourages our stylist to collaborate - to share ideas on how something might be achieved more easily or how something else might be avoided."

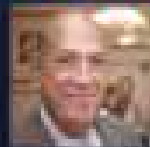
Beauty Heaven is a full service salon specializing in hair color, hair cutting, Great Lengths hair extensions, **NovaLash** eyelash extensions and makeup application. It is located at 2626 Dupont Drive, Suite A-30, Irvine, CA 92612. More information about Beauty Heaven can be found on the salon's web site at <http://www.beauty-heaven.net> or you may contact Ann Merin, owner, at 949-309-2462 ext. 701 or via email at ann@beauty-heaven.net. **U...**



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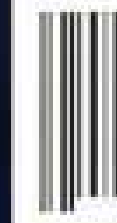
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