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Soren Salon Brings Kérastase's Age Premium Products to Atlanta

Buckhead Salon Offers Brand-new Solutions to Rejuvenate 50+ Hair

ATLANTA, February 8, 2010 – Recently, Kérastase, the line of innovative hair care products introduced a new Age Premium shampoo and masque (Bain Substantif and Masque Substantif). These products have been designed especially to counteract the effects menopause may have on mature hair. Soren Salon (www.soerensalon.com), the vibrant hair salon in the heart of Buckhead owned by Soren and Sheri Loeffler, is one of the first Atlanta hair salons to introduce these new Kérastase products to its eager female clients.

“As we get older, our bones and skin age, and our hair changes too. Often, mature hair is drier, lacks softness and shine, and is visibly thinner and more vulnerable,” notes Soren, the energetic European-born and Vidal Sassoon-trained salon owner and creative director. “These Age Premium products replenish essential mineral and protective agents, and give back the density and vitality women over 50 want -- and deserve!”

Kérastase's gentle Age Premium shampoo is enriched with anti-

oxidant ingredients and also features *Intra Cylane TM* which strengthens individual hair fibers. On contact with water, the intra cylane molecule instantly expands and acts as a framework for the hair fiber, strengthening it from within.

The accompanying hair masque includes Hyaluronic acid, an innovative ingredient in hair care that intensely hydrates and rebalances the scalp while adding moisture, body and suppleness to the hair.

“Together, these formulas work to replenish essential minerals and protective agents while nourishing mature hair, giving it density and vitality,” according to Soren. “There is no reason for 50+ year-old women not to have a luscious head of thick, healthy hair. In addition, these products make post-menopausal hair easier to style.”

Soren Salon, founded in 2008, was recognized as the top hair salon in The Atlantan’s “2009 Best of Health and Beauty” section and voted “Best of City Search” in the 2009 hair salon category. The salon is open from Tuesdays through Thursdays from 10 am - 7 pm; on Fridays from 10 am - 8 pm, on Saturdays from 9 am - 7 pm and on Sundays from 11 am - 6 pm.

In addition to Soren and his wife Sheri, the team of creative, well-trained hairstylists and colorists at Soren Salon includes stylists Re’Con Nicole, Ashley Fong, Kate Brumm, Mandy Mathis, William J., Kari Schaeffer, Morgan McInnes and Kim Eiep as well as color experts Megan Kelley and Rachelle Weber. Their bios can be found on the salon’s Website, www.SoerenSalon.com.

Soren Salon is located at 3229 Paces Ferry Place, NW, Atlanta, Georgia 30305. Telephone number: (404) 869- 4247; or visit the website www.SoerenSalon.com.

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