



## **Soren Salon Features Trio of New Davines Products**

*Top Buckhead Salon Brings 'Beauty & Sustainability' to Atlanta Clientele*

ATLANTA (October 23, 2009) – Upon his return from the recent WWHT09 (World Wide Hair Tour 2009) held in Venice, Italy earlier this month, Soren Loffler, owner of Soren Salon in the heart of Buckhead ([www.sorensalon.com](http://www.sorensalon.com)), is excited about the innovative properties of three new Davines products that he used at the international hair show. Soren, a celebrated 'visionary artist' and rising star in the Davines firmament, is eager to share Davines' **Finest Pigments** direct color line with his Atlanta-based clients, and hopes to introduce them to two new styling products in the company's **For Wizards** line as well.

Finest Pigments, a collection of 14 different shades, is a gentle coloring system, formulated with up to 98% natural ingredients. "This is a great coloring system for someone who wants to make a subtle and elegant hair color change," remarks Soren. "Finest Pigments products are simple and quick, do not have ammonia and do not require an activator. Our master colorists love mixing the different shades to get just the right nuance for each client – the possibilities are limitless!"

Davines' For Wizards line, a series of ten different styling tools launched in 2005, has added two more products. Soren Salon now carries No. 11 Universal Instant Grip Glue, a gel with a glue-like texture that provides an extra quick grip, perfect for creating 'extreme architecture.' No. 12 Cement Powder is exactly that: a soluble dry powder that, when mixed into cream, wax, gel or mousse styling products, increases the holding power of that particular product. "This Cement Powder truly gives power to the people!" says Soren. "You can customize your

beloved hair product for any occasion and take your styling routine to a whole new level!”

The Davines Group was founded in Italy in 1983 by the Bollati family ([www.davines.com](http://www.davines.com)). In the beginning, the company produced high end hair and skin care products for renowned cosmetics companies worldwide. Now, the Davines community spans over 60 countries with headquarters in Parma, Italy, New York, London and Paris, and is governed by Davines’ overarching corporate goal to combine ‘Beauty & Sustainability.’

Soren Salon, founded in 2008 by Soren and his wife Sheri, was recognized as the top hair salon in The Atlantan’s “2009 Best of Health and Beauty” section, and 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 Sheri, the team of creative, well-trained hairstylists and colorists at Soren Salon includes stylists Re’Con Nicole, Ashley Fong, Kate Brumm, Mandy Mathis, Jacob Kearns, 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.SorenSalon.com](http://www.SorenSalon.com).

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