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**Soren Salon Hosts Kérastase's Second Annual 'Our Treat' Event
Locks of Love will benefit from national fundraiser**

ATLANTA, April 21, 2010 – On Wednesday, May 26, Soren Salon (www.sorensalon.com), the exclusive luxury hair salon on Paces Ferry Place in the heart of Buckhead, will host Kérastase Paris' Second Annual 'Our Treat' Event. By accepting a \$10 suggested donation for each Kérastase Rituals treatment and a professional blow-dry service provided during this day-long event, Soren Salon and other select Kérastase salons throughout the US hope to raise a significant amount of money for Locks of Love (www.LocksofLove.org).

Locks of Love is a not-for-profit organization that provides the highest quality hair prosthetics to financially disadvantaged children with medical hair loss. The children wearing these hairpieces have lost more than their hair; they suffer from a loss of self. Locks of Love strives to provide a foundation on which children can rebuild their self-esteem, and regain the normalcy in their everyday lives that most people take for granted.

“Our great team of creative and well-trained hairstylists and colorists is eager to participate in this nationwide fundraiser,” notes Soren Loffler, co-owner of Soren Salon with his wife Sheri. “Together, and of course with the help of our fabulous clients, we are delighted to have this opportunity to make a difference in the lives of children affected by hair loss.”

Introduced last year, Kérastase's 'Our Treat' event gave women nationwide the opportunity to enjoy a complimentary Rituals treatment and blow dry service at

participating Kérastase salons around the country. This led to tens of thousands of happy salon clients with beautifully transformed hair, and gave salons the opportunity to meet potential new clients. Expanding on this highly anticipated event, this year Kérastase's 'Our Treat' will year also support a worthy organization close to the hearts of stylists and salon guests alike: Locks of Love.

For more information about "Our Treat", Soren Salon, or to book an appointment, please contact the salon at 404-869-4247 or www.SorenSalon.com. Soren Salon is located at 3229 Paces Ferry Place, NW, Atlanta, Georgia 30305.

About Kérastase:

A visionary expert in professional luxury haircare, Kérastase is renowned for its advanced technology and professional quality products and services, and the brand now has a cult following of clients that rely on the brand for its formulas that truly transform the hair. A Kerastase in-salon Ritual combines the application of a personalized hair treatment with a luxurious scalp massage to stimulate the senses as well as the scalp. A Kerastase Ritual is the best assurance for absolute hair health and beauty.