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**Sören Salon One of the First to Offer ‘Miracle’ Product for Rebellious Hair**  
*Now Available in Buckhead: Kérastase’s Oléo-Relax Slim*

ATLANTA – June 30, 2009 – “One out of four of my clients complains that his or her hair is ‘unruly’ and ‘unmanageable,’” notes Sören Löffler, co-owner with his wife Sheri of Sören Salon, located in the heart of Buckhead. “Many of our customers are truly frustrated by their ‘wild and crazy’ hair and look to us for advice on special hair care products or styling tips that will tame their rebellious hair. Of course, we already know many ways to discipline this type of hair, but even we are amazed by the results of Kérastase’s Oléo-Relax Slim, a brand-new product developed by the famous Kérastase line of hair products.”

Sören Salon in Buckhead (recognized as the top hair salon in The Atlantian’s “2009 Best of Health and Beauty” section) is one of the first salons in the greater Atlanta area to carry Kérastase’s Oléo-Relax Slim, just launched this month. The newly-developed Cera-Trioileum Complex is especially formulated for clients with dry, thick and rebellious hair and unmanageable volume.

“It truly works!” remarks Sören. “Clients leave with supple, smooth and controlled hair, and they leave with a smile! They have finally found one product that delivers – before, clients would sometimes layer two or three different products to get the same results.”

As Sören explains, the product is “a combination of Ceramide to help restore the hair fiber, as well as a cocktail of three oils including apricot oil, which nourishes the fiber from within, Camelina oil, enriched in Omega 3, and Pracaxi oil, which moisturizes and protects your hair.”

Already, clients have fallen in love with Kérastase’s Oléo-Relax Slim©. “After my first treatment at Sören Salon, I am now taking care of my hair at home using this new product,” says Sherry Bachmann, a stylish thirty-something with a luscious (and tamed) head of hair. “My hair does

not feel dry any more, it is much less voluminous and much easier to style - and the frizz is gone! This is just a miracle, especially during the hot Atlanta summer!”

Sören 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 Sören and Sheri, the team of creative, well-trained hairstylists and colorists at Sören Salon includes stylists Re’Con Nicole, Kate Brumm, Mandy Mathis, Lauren Shoemaker, Jacob Kearns, Zoe Fetsis and Ashley Fong 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).

Sören 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).

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Sören Salon



Kérastase Oléo-Relax Slim