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Soren Salon Introduces Three New Kérastase Products to Eager Clientele

*Buckhead Salon Offers Innovative Kerastase Solutions for
Dry, Color-treated or
Fine Hair*

ATLANTA, September 1, 2009 – It is no coincidence that the roll-out of three new Kérastase hair products took place during the past two hot summer months, when many people struggle to find the best way to pamper their dry, color-treated or fine hair. Soren Salon, the vibrant hair salon in the heart of Buckhead and owned by Soren Loeffler and his wife Sheri, has been one of the first Atlanta hair salons that introduced these new Kérastase products to their clients.

In July, Kérastase launched *Sublimateur Jour*, a unique hair cream that provides continuous moisture. “Just like dry hands, dry hair needs to be moisturized throughout the day,” notes Soren, the energetic European-born and Vidal Sassoon-trained salon owner and creative director. “This cream provides instant lightweight nourishment, incredible shine and suppleness. It’s just what our clients with dry, fly-away hair need to replenish lost moisture: a leave-in conditioner to touch-up dry ends.”

Two more new Kérastase products were introduced to the clients

of Soren Salon in August: *Chroma Thermique*, a protecting milk for color-treated hair, and *Volumorphose*, a revolutionary new regimen that durably transforms fine hair into thick, dense hair and provides a long-lasting blow-dry.

According to Soren, “50% of all women, and quite a few men, color their hair, which makes their hair more susceptible to damage when they use heat styling tools. I have found that *Chroma Thermique*, with its heat-activated Thermo-Shine formula (combining MEA-18, Ceramide and a UV Filter) protects, nourishes and moisturizes color-treated hair and also gives long-lasting shine and color protection.”

One of the salon’s favorite new Kérastase products, however, is the latest addition to Kérastase’s Volumactive product range: *Volumorphose*. “Because of its lack of body, fine hair is difficult to style and can break easily,” says Soren. “But this treatment works like magic: applied to dry hair, it instantly expands and solidifies inside the hair fiber at the moment when it comes into contact with water. When the hair dries, a 3-dimensional network within the hair fiber noticeably gives added substance to the hair. It is completely unique in the world of hair products.”

“We have already used *Volumorphose* successfully on a number of clients who truly dislike their fine hair, and they walk out with instantly texturized, thickened and strengthened hair that lasts through more than ten shampoos – this product makes us look like heroes!”

Soren Salon, founded in 2008, 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.

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.

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