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## **Bethesda Salon Offers “Color Commentary” During Tight Economic Times**

*Color Experts at Bella Bethesda Salon Show That You Don’t Need to  
be ‘in the red’ to get Great Hair Color*

**Bethesda, MD** (March 23, 2009) — As personal budgets are getting tighter, consumers are opting to forgo their regular beauty treatments for do-it-yourself solutions. “Why go to the hair salon to get your hair colored, when you can do it at home?”

While for some, that decision can make a lot of sense, Bella Bethesda Salon, recently voted best salon in Bethesda, explains why professional coloring can actually save you money in the long term, and offers its top hair care tips to keep hair fresh and vibrant in between visits.

“Your outward appearance is one of the first things that people notice about you. Not only will a professional colorist give you healthy, vibrant and shiny hair, but you’ll look great for that important event or upcoming job interview,” said Boy Sharp, color specialist at Bella Bethesda. “Having a professional dye your hair will also give your color longevity and leave hair in a better condition. In the long run you will get more bang for your buck.”

Bella Bethesda takes into consideration facial features, skin tone, hair type and lifestyle to personalize a color that works for each client and their needs. Every color treatment is dependent on the client, but on average a regular color appointment can be stretched as long as every 10-12 weeks.

Bella Bethesda’s Boy Sharp offers the following tips to help extend the life of your color and keeping hair looking healthy:

1. **Be conscious of the shampoo you use.** Shampoo with a low surfactant (cleaning agent) won’t pull out moisture and will help keep color locked in. Also, shampooing less will increase permanence.
2. **Conditioner is most important.** Don’t use a polymer based conditioner – it suffocates the hair. Leave the conditioner in for a few minutes and rinse out using colder water than you shampooed with.
3. **Be aware of your styling products.** Mousse and aerosol hairsprays have drying agents that strip the moisture from the hair. Try products by Phyto that focus on keeping colored hair healthy.
4. **Be careful applying heat.** If using straighteners, curling irons, or blow dryers use a thermal protectant like a leave-in conditioner. Start with the cool setting first and apply more heat as needed.
5. **Work with your stylist.** Color adds personality and definition to hair and can easily be tweaked for seasonal and lifestyle changes. Talk with your stylist to create your ideal coloring regimen to achieve the perfect look.
6. **Go with the healthier option.** Store dyes contain harsh chemicals that strip the hair and often the color progressively changes over time. Correcting at-home color mistakes can be expensive and extremely damaging process that can be avoided by going to a salon.
7. **Benefits outweigh the price.** Self application can be tricky. Professional coloring can result in a more controlled and natural look.
8. **Not ready for a complete change?** Highlights and lowlights enhance natural color and can recreate texture, volume and shine.

9. **Protect your hair while adding some personality.** Go with a gloss. Kick up your shine and add a hint of color. Perfect for any hair color.
10. **Color does not need to be drastic.** Semi-permanent and demi-permanent dyes can be applied to soften grays or add lasting vibrancy to hair.

Bella Bethesda offers a variety of coloring options and products needed to help color long-lasting and hair healthy. Additionally, Bella Bethesda is offering a complimentary treatment that will lengthen the life of your color and add shine and 10% off color protecting products through the May 1, 2009.

Located in the heart of downtown Bethesda, Bella Bethesda Salon is owned and operated by sisters Lindsey Dabney Benitez and Stacy Dabney Ramirez. Recently voted Best Salon in Bethesda by the readers of *Bethesda Magazine*, the salon offers a full range of hair salon services, including makeup and waxing. Bella Bethesda Salon is located on the corner of Elm Street and Woodmont Avenue. For more information about Bella Bethesda Salon visit [www.bellabethesda.com](http://www.bellabethesda.com) or call 301-718-9111.

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