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Bella Bethesda Salon Offers Tips to Catch the Perfect Summer Waves

DC Area Salon Gives Free Consultations in August to Help Clients Control Curly Hair

Bethesda, MD (August 4, 2009) —Washington, DC may not have its own beach, but the perfect wave is still very much in sight this summer. With its record humidity levels in August, Washington typically leaves those with curly hair to cringe. This month, however, Bella Bethesda Salon plans to change that perception and celebrate curls all month long.

Starting today, Bella Bethesda Salon will kick off its second annual *Curly Hair Month* and will begin offering free curly hair consultations with its trained stylists. Whether you are looking to recreate classic curly looks, manage unruly hair or receive tips to help enhance your natural waves, Bella Bethesda is the one-stop salon for everything curls. During the 30 minute complimentary consultations, clients will receive a thorough evaluation of their hair, a hair wash and styling. Stylists will address any questions and concerns clients have about their hair and provide personalized tips to help them manage and maintain healthy curls all year long. Clients will receive 10% off all product purchases following their consultation.

“At Bella Bethesda we know that keeping curls looking their best can often be a struggle, especially during the summer. The intense weather can create frizz and extra volume and make hair unmanageable. Everyone’s curls are unique, and so we want to provide personalized tips to help people embrace their curls and achieve salon-worthy looks at home,” said Stacy Dabney Ramirez, co-owner of Bella Bethesda.

To cap off the month-long curly hair campaign, Bella Bethesda will also host its first curly hair party, *A Curl’s Best Friend*, on Wednesday, August 26. From 7-9 p.m. those interested in getting curly hair tips, styling techniques and demonstrations from Bella’s curly hair experts are invited to attend. Guests are encouraged to bring their current hair products for the chance to talk with the Bella stylists about which ingredients enhance curls and strengthen hair, in addition to getting recommendations for specialized curly hair products. Throughout the night, all products will be 20% off and guests who bring additional friends will be entered to win a \$100 Bella Bethesda gift card. Light refreshments will be offered.

Curly hair consultations are available every day, and by appointment only, through August 31. Those interested in attending the curly hair party can RSVP to stacy@bellabethesda.com or call 301-718-9111.

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 or call 301-718-9111.

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