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Bella Bethesda Salon Offers Ways to Relax This Summer

*DC Area Salon Offers Variety of Straightening
Treatments Just in Time for Summer Months*

Bethesda, MD (June 17, 2009) — As the days get hotter and humidity levels rise, those with curly and damaged hair are preparing to do at least one thing: fight the frizz. Washington DC, rumored to have been built on a swamp, offers little sympathy to those with unruly hair. Luckily, Bella Bethesda Salon has many straightening options to give both you and your tresses some time to relax.

“We at Bella Bethesda know the summer heat and humidity can be an aggravating time for hair styling. We offer our clients the best in straightening treatments to not only look fabulous but to gain back hours of time they would have otherwise spent with their blow dryer!,” said Stacy Dabney Ramirez, co-owner of Bella Bethesda.

Because Bella Bethesda offers a variety of straightening options, clients must meet with one of Bella’s trained stylists, such as curly hair expert Megan Atkinson, prior to any treatment to determine what is best for their hair and needs. Clients work with their stylist to choose their perfect straightening option to eliminate frizz, loosen curls, and achieve a controlled look. Treatments available at Bella include:

- **Anti-curl treatment:** This conditioning treatment removes curls, controls frizz, and creates shine. The protein in this treatment helps repair existing damage and adds protection to improve hair’s strength. This is a permanent treatment that is ideal for very frizzy hair. (\$150+)
- **Phyto relaxer:** This treatment is made of all natural ingredients, including egg and soy extract. There are multiple levels available that relax, repair and hydrate all hair types from fine to coarse. This is a permanent treatment that will eliminate frizz while leaving body and shine. (\$220+)
- **Brazilian Keratin treatment:** This is a non-chemical relaxer that coats the hair with the keratin protein to smooth and add extra protection. This is a non-permanent treatment that fades after repeated washings and offers the flexibility to wear hair curly or straight. (starts at \$300)
- **Smooth Control/Japanese straightening:** Both are permanent chemical relaxing processes known as thermal reconditioning. The straightening chemical is bonded to the hair by flat ironing which restructures the hair from the inside out. This process results in extremely sleek, straight hair that will last until hair grows out. (price per consultation)

Straightening treatments are available at Bella everyday with the exception of the Brazilian Keratin treatment, which is only available on Mondays. Application of the straightening treatments takes at least two hours to complete and prices and results vary.

Through August 31, Bella Bethesda is offering a free follow-up hair wash and blow dry, along with a retail size shampoo and conditioner (up to a \$100 value) for clients who receive any of the featured straightening treatments.

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 also offers a variety of other straightening options and products needed to help relax and maintain treated hair. 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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