



PRESS RELEASE

client: Studio Hue
contact: Shari Robinson; 814.790-4979 or Judy Meyn; 814.452.4310
date: October 22, 2008

Studio Hue Uses Yogurt for More Than Just Eating

ERIE, PA (October 22, 2008) – Studio Hue keeps the “Going Green” cycle going with the latest addition of a new herbal base line of color to the salon; YO.Color® is a yogurt based coloring system created in Milan.

In addition to Organic Coloring Systems™ that Studio Hue is currently using, there are many benefits for clients as well as for the stylist with YO.Color®. However, yogurt based coloring is slightly different and unique with its value proposition.

The main advantage of YO.Color® is the lack of the chemical PPD in the coloring base. This type of chemical can cause allergic reactions for some people. Without it in YO.Color®, it is now possible for everyone to enjoy a new look they have always wanted.

Most clients are concerned about fading and how long their color will last. With yogurt based coloring, shampoo is not stripping away at the color. The shampoo, mostly used along with a matching conditioner, nourishes the hair. This allows the color to be conditioned into the hair rather than stripped from the strands, resulting in a longer duration of the color chosen.

With yogurt coloring, switching colors becomes safer to do than with peroxide. The harshness of the peroxide can have a damaging long term effect on certain hair types. In addition to peroxide, there are many other chemicals involved that can actually change the natural pigment found in hair; hair is strained from its more natural coloring which is actually more damaging overall for hair. This usually happens when the rules of coloring are not followed.

The general rules of coloring still apply with YO.Color®.

“I’m most impressed with the growing organic solutions available so that we can bring them to Erie to serve clients in my salon. The benefits for the clients are endless. The longer and healthier their color lasts, the happier they are. What’s not to like about this?” Judy Meyn eagerly comments about the newest happenings in her salon.

Studio Hue is located at 2100 West 8th Street, Suite A.

More information and complimentary consultations are available by calling 814.452.4310.