

PRESS RELEASE: FOR IMMEDIATE RELEASE

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Satori, a salon / spa / shopping experience

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SATORI SALON MODEL SEARCH FOR Bb PRODUCT LAUNCH

Ithaca's premiere salon seeks models for Bumble & bumble master stylist demo

ITHACA, New York – (March 26, 2009) – Satori's dedication to providing ongoing professional education to its team of stylists and dedication to integrating and retailing the beauty industry's most superior product lines come together this month with Bumble & bumble's *gell/gellac* product launch.

BUMBLE & BUMBLE "GEL" AND "GELLAC" PRODUCT LAUNCH

With Bumble & bumble's newest gel products, "the possibilities are timeless." Their *gel* is a multi-talented sculpting medium that is flexible, brushable and never sticky. *gellac* is their sure-hold gel-lacquer that freezes shapes with a sculpted, glistening finish - no movement, no brush-outs - it's in until you wash it out. See the product video at www.bumbleandbumble.com.

SALON EDUCATION PROGRAM: VISITING Bb MASTER STYLIST/EDUCATOR FROM NYC

The styling team at Satori is honored to host **Bumble & bumble Regional Educator, Alejandro Jimenez** for a private industry event on April 7, 2009. Alejandro brings creative inspiration from Bb's downtown New York City headquarters and will provide in-salon education through live demonstrations on five models using Bb's newest gel and gellac products. Visit www.SatoriDaySpaSalon.com to read a Q&A with Alejandro Jimenez.

Satori Co-Owners Christi Boothe and Lynette Grider continue their dedication to the ongoing education of their staff. "In order to provide our clients with the highest level of styling, we must continually provide our talented team of stylists with the latest industry information, techniques, product information and inspiration," says Grider. "Training events like this help us keep the bar high for employee esteem and retention and customer satisfaction."

"In the recent economic climate, it is paramount for every small business, especially those in the leisure services industry, to re-invest in their staff to maintain their edge over the competition and exceed customer expectations," says Boothe.

HAIR MODEL SEARCH

Satori is conducting a full scale model search for this prestigious and exclusive class. They are seeking women with hair that is shoulder length and wavy. If you are interested in being a model, please email your picture to info@satoridayspasalon.com. Satori will narrow the submissions and submit the final five photos to Alejandro Jimenez, who will choose two models to style for the class. These top two models will also be featured in Satori's salon promotion for the product launch. The remaining three models will be styled by our own team.

This private industry event will take place at Satori on Tuesday, April 7th. Models chosen for Alejandro will be called in from 11:00 am to 6:00 pm; all other models are called in from 3:00pm to 6:00 pm. Models will receive Bb sample gift bags, a gift certificate for future services and food will be provided.

ABOUT SATORI

Satori – a salon / spa / shopping experience *where beauty, knowledge and fun come together*, is conveniently located in Ithaca, New York at 840 Hanshaw Road, Village Green Plaza in Community Corners. Satori's contemporary facility offers cutting-edge hair care and nail care services, the highest quality skin and body care treatments and extensive product lines coupled with a team of highly trained experts who maintain continual education to provide clients with the latest trends and techniques available in the industry. Satori specializes in event hosting for large wedding/special occasion and spa parties and offers unique packages and elegant gift certificates. Open 7-days a week by appointment at (607) 266-0130. Come in for a tour or visit us on the web at www.satoridayspasalon.com.

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