



BECKER SALON

After developing an incredible reputation in Greenwich, Connecticut Becker Chicaiza decided to open Becker Salon in April of 2007. With over 17 years of experience in cutting and coloring hair, Becker had built a large portfolio of faithful clients that now enjoy the experience of Becker Salon: an intimate, elegant salon, with great attention to details and outstanding customer service.

The philosophy at Becker Salon is simple: "To highlight the beauty of every person who enters into our salon through the magic touch of our hands and make this experience an unforgettable moment of great transformation." To complement Becker Salon's philosophy, only the best products would do. As a loyal user of L'Oréal Professionnel products for over 10 years, Becker saw it fit to use the L'Oréal Professionnel color lines, Série Expert and Texture Expert product lines in his salon. "L'Oréal Professionnel has an unparalleled quality that gives great results that are lasting," says Becker, "This makes it easier to maintain haircolor in the long run." Clients also comment that they are thrilled with the results of L'Oréal Professionnel, especially how natural their hair looks and feels after a service.

In addition to great products, Becker remains faithful to L'Oréal Professionnel for the level of education provided. "The education we receive from L'Oréal Professionnel helps us to develop our imagination in haircolor and hair styling which is the key to success," says Becker. He also mentions that because of the complete training provided by L'Oréal Professionnel, stylists at Becker Salon are completely comfortable using L'Oréal Professionnel products, and are creating new and innovative looks for their clients, and

recommending the proper L'Oréal Professionnel products for at-home maintenance.

The experienced staff at Becker Salon also participates in educational classes in New York, Paris and London. In 2008, the talented team from Becker Salon will partake in the competition at the "Salon Mondial de la Coiffure" in Paris.

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Becker Salon's high levels of education, professionalism and creativity, matched by the reliable and innovative products from L'Oréal Professionnel, ensure that Becker Salon will be a lasting staple in the Greenwich, Connecticut community. L'Oréal Professionnel looks forward to Becker Salon's continued success.

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268 Mason Street, Greenwich, CT 06830
P. 203.340.9550 W. www.beckersalon.com

