

Contact: Lisa O'Neill
Newton O'Neill Communications
617-734-1317
lisa@newtononeill.com

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“CALIFORNIA HIGHLIGHTING” COMES TO NEW ENGLAND COURTESY OF LEON & CO.

New Hair Highlighting Process Delivers More Natural Sunny Look

Boston, Mass...We all know it -- sitting in the sun for hours is not healthy for skin or hair. There are numerous ways to get a safe, “sunless” tan and now there is a brand new method for achieving the most natural sun-kissed looking hair to date. Goodbye foils and caps and hello to “California Highlighting,” offered exclusively at Leon & Co. in Belmont.

“California Highlighting” is a form of balyage, the French term for hair painting. Colorists JayDee and Jennifer at Leon & Co. recently received training in this new process and are thrilled with the natural, dramatic results that the technique produces.

This new method differs in a number of ways from traditional foils or the cap. Instead of brushing bleach on carefully selected strands all over the head and covering with foil strips, California Highlighting uses a freehand approach to lay sections of hair on a wooden palate, then painting on bleach. Unlike foil treatments, colorists do not go down to the bottom layers of hair, rather paint larger chunks of hair on the top layers. Another key difference is that California Highlighting does not uniformly start at the roots – colorists paint sections in “V” formations, giving a more natural looking effect. Hair must be straight before applying highlights, so those with curly hair must first have their hair blown out. Beyond looking much more natural, another major benefit of California Highlighting is maintenance – no more obvious signs at the crown of the head that it's time to go back to your colorist!

“When I saw the look earlier this year on the runways of Milan and Paris, I immediately wanted to learn how it was done,” said salon owner Leon de

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Magistris. “I found a workshop to train my top colorists and now we’re educating our clients on the process. Those who have had California Highlights are sold, and we are doing more and more each week,” he continued.

California Highlighting is available at the salon for \$125.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston’s beauty/fashion community for more than 20 years. The salon is a three-time recipient of “Best of Boston” awards from *Boston Magazine*, most recently receiving a 2002 *Best of the West / Hair Cut* award. Owner Leon de Magistris has long been at the forefront of hair trends, often contributing his talents to fashion runways in New York, Miami, Milan, Paris and more. de Magistris has also developed “E,” a complete line of hair care products including a Citrus Purifying Shampoo with Lemon, a Citrus Hydrating Serum and a Citrus Shampoo and Body Wash with Grapefruit. Products range from \$12.50 to \$18 and are only available at the salon.

For more information, please call Lisa O’Neill at 617-734-1317.

Photos available upon request.

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