

Contact: Jeannine Dowdell  
(727) 447-2025

REDKEN 5<sup>th</sup> AVENUE  
NYC LLC

## FOR IMMEDIATE RELEASE

### Redken Recognizes Lori Fudens of Sharmaine's Salon and Day Spa as a Certified Haircolorist

Get Predictable Haircolor Results with a Redken Certified Haircolorist

September, 2006, (New York, NY) - Achieving predictable haircolor results can be a challenge for some clients due to many factors—the consultation, colorist's understanding of the product, colorist's skill level and technique. Redken is making it easier for clients to get the color they want by certifying their top colorists and calling them Redken Certified Haircolorists. Highlighting these highly trained colorists, dedicated to their craft and invested in becoming the best, will make it easier for clients to connect with credible colorists.

Lori Fudens, of Sharmaine's Salon and Day Spa, has just passed the written, practical, and scenario exam to become a Redken Certified Haircolorist. With a comprehensive understanding of haircolor principles, creative color, foil placement, color correction and the consultation process, her clients are guaranteed to receive exceptional service and color results.

"Color Certification was designed to recognize and reward top colorists. Our accreditation process assesses their technical skills, knowledge of haircolor products and principles, and their approach to color formulation, application, and color correction. An individual that becomes certified will excel in the area of haircolor and provide top notch service to their clients," explains Christine Schuster, senior vice president of education for Redken.

"I'm committed to our clients, who we like to refer to as guests." says Lori Fudens, co-owner of Sharmaine's Salon and Day Spa. "I have a passion for education, staying abreast of current trends and techniques, and a real desire to create a comfortable atmosphere where we provide the highest standards of beauty and treatment. Being a Redken Certified Haircolorist helps me achieve

my goal of always exceeding my guests' expectations.”

To schedule an appointment with Lori Fudens, or for her free 15 minute hair consultation call Sharmaine's Salon and Day Spa, Clearwater Beach, FL at (727) 447-2025.