

Refreshing Salon 56 Team Passionate About *Service, Style, and Community*

Salon 56 is a refreshing change to the everyday salon.

Owners Jaimie Olvera and Cathy McKinney care about the client's comfort and clients feel it the minute they walk through the door.

"At Salon 56 you can expect to experience a warm, friendly environment that leaves you feeling stylish and confident," said Olvera, a graduate of the Sassoon Academy. "Our styling team is experienced, talented and professional. Complete customer satisfaction is our number one priority. We want every client to leave our salon feeling great about the way they look."

McKinney, a national award winning color specialist who was one of five stylists chosen by L'Oreal in 2009 to attend Fashion Week in New York City, noted that the salon is relaxing and inviting and the services sublime. "We are passionate about our craft. We wanted to create an environment where creativity could flourish," she said. "Art is paramount to our craft. Continued education in new product methodology is key to staying on the cutting edge."

Salon 56 is a full service salon for hair and skin along with a retail center featuring hair and skin care products – with a highly trained, professional team of stylists. "Every look our stylists create is designed to complement the clients bone structure, personal desires and lifestyle. Our styling team is passionate about what they do and receive advanced in-salon training to stay ahead of the trends," Olvera said.

Customized hair styles, color, highlights, low lights, color correction,



chemical straightening, Keratin Complex Smoothing Therapy by Coppola, and perms are among the services available

'We are passionate about our craft'

—Cathy McKinney

at Salon 56, which also offers an array of make-up services including bridal services, prom, birthday or special occasion make-up. "We also have wonderful skin care specialists that personalize treatments according to clients' needs – including peels, Microdermabrasion, and waxing for men and women," McKinney said. "We even offer make-up lessons as well as prosthetic make-up applications for costume events. And Salon 56 is San Diego's source for the largest selection of hair care products and hair accessories."



Olvera and McKinney opened

Salon 56 at 13289 Black Mountain Road #7 in 2007, but the dream of opening the facility began 17 years ago when they first began working together – and developed

some of their priorities and philosophies for what eventually became Salon 56:

- Client satisfaction as their number one priority.
- They provide master stylists, top products, and make every decision with the main focus in providing the upmost total satisfaction for their clients.
- They are philanthropic and support the local community continuously throughout the year.

Not only did Salon 56 found Salons of Substance, a coalition of San Diego's top 20 salons that have come together to strengthen their philanthropic presence in San Diego County, the full service salon for hair and skin sponsors a variety of events and programs to help people and organizations – such as its "Teacher That Made A Difference in Your Life" contest; fundraising "cut-a-thons" for various causes; a monthly blood drive; collecting clothing for local women's safe shelters; and providing salon services for a variety of causes. ■

Salon 56 is located at 13289 Black Mountain Road #7, San Diego, CA 92129. To contact Salon 56, call 858-484-5665 or email info@salon56.com. For more information, visit www.salon56.com.