

For Immediate Release

Jerilyn and Company Haircolor & Design Holds Redken's Night of Color Contest & was declared runner up in the national event

Salon Helps Clients Look their Best for a "Big Night Out"

December, 2009 – 145 North Coast Highway **Jerilyn and Company Haircolor & Design** knows "girls just want to have fun," and that's why the salon participated in Redken 5th Avenue NYC's "Night of Color" contest which challenged salons nationwide to host an event to educate and inspire clients with the season's hottest fashions and every girl's must have accessory – gorgeous, shiny haircolor! Salons competed by submitting photographs and a detailed event description. **Jerilyn and Company Haircolor & Design** facilitated an impressive event for their clients.

"We were very excited to hold this event for our clients so they are able to complete their overall look with the perfect hair, a client's best accessory to help make a statement!" says Jerilyn Guiss. At Our Night of Color event seven local models posed for "before" photographs. Prior to our Night of Color these individuals met with their stylist for their color transformations. On the evening of the event the new looks were then revealed with a high energy run way show. As the models walked our salon runway, our guests were able to see the "before" photographs on a flat screen TV. We asked the models pause under the screen. At this point one of our senior stylist, Liz Rose, articulated the details of their color transformation. Each model illustrated a deliberate approach to a unique style.

All of Jerilyn and Company's stylists actively participated in creating the model makeovers. All of our stylists also participated in the follow up consultation process. Four door prizes of Redken and Pureology products (along with a \$150 certificate for services at Jerilyn and Company) were given away at the end of the evening. We displayed the season's latest haircolor. Clients left with a new outlook on professional haircolor & a gift bag of travel size Redken products." Four door prizes of Redken and Pureology products (along with a \$150 certificate for services at Jerilyn and Company) were given away at the end of the evening.

Jerilyn and Company Haircolor & Design Night of Color event was truly eye-opening as I realized how important haircolor is in expressing my look," states Teri Park. "My friends and I learned about the benefits of salon haircolor and consultation tips. The event presentation was

fun. I got the most out of my next visit to Jerilyn and Company with a change in color. Now after every appointment at Jerilyn & Company, I know I need to schedule ahead for maximum results in my personal hair color investment!"

We had an excellent turnout for our Night of Color and the response was highly enthusiastic. The event was catered by the new local hotspot "Bay 839" and guests were able to enjoy wine and appetizers while they waited for their professional color consultation.

As a runner-up of Redken's "Night of Color" contest, **Jerilyn and Company Haircolor & Design**, won \$1,000 worth of Redken Color tools. **Jerilyn and Company Haircolor & Design** stylists will continue to bring the latest in styling and color techniques using these new tools. (Video of the event at: <http://www.jerilynandcompany.com>)

To schedule an appointment at **Jerilyn and Company Haircolor & Design**, please call 541-265-7792. **About Jerilyn and Company Haircolor & Design at 145 North Coast Highway, Newport, in the JC Market Center**

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