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FOR IMMEDIATE RELEASE

LOCAL SALON OFFERS NEW HOPE FOR CAPITAL DISTRICT YOUTH

Schenectady native, Ron Suriano, owner of Moisture Salon “Where Curls Begin”, is using his new space at 158 Barrett St., Schenectady to launch a mentorship program for the city’s youth and their parents.

Trained in New York City, Suriano continued his education to become a Certified Curl Specialist and a member of Curly Hair Artistry. Knowing how the upstate area severely lacked in resources for naturally curly hair, Suriano decided to leave the city to bring what he had learned back home. In 2013, he opened the exclusively curls salon, Moisture Salon. Curly hair requires a different technique both for cut and care. The daily management of curls can be a real hassle, and often a trip to a salon can be a traumatic experience as general stylists try to cut and style the curls the same as other hair. The unique services and products (including the Innersense Organic Beauty line and other natural hair products) provided at the salon quickly became a sensation both within the Capital District as well as throughout the entire state. It has fulfilled a real need in

More

the area and word is spreading. Testimonials from past clients range from a parent's relief in her daughter being able to finally overcome school bullies to people who haven't been to a salon in years feeling free to finally have a place to go to regularly. Some drive from hours away to experience these unparalleled services. In addition to his packed client schedule, Suriano also is a sought-after educator internationally. And now that he has the opportunity to expand, Suriano wants to share his skills with those closer to home.

The Grand Opening of the new salon is on July 16th from 6-9pm. The party is open to the public and all are welcome for the relaxed meet and greet. This new location will also allow Suriano to provide more innovative services to the area, including a mentorship program with Girls Inc. of the Capital District. His mentee will be in the shop for a month to learn the salon business in general and to gain an understanding of the special skill needed to take care of natural curls.

Suriano will also be providing a special event geared specifically toward children with curly hair and their parents to teach them how to manage their curls on a daily basis.

Suriano is excited to become more of a teaching salon so he can share his love and knowledge of curls in innovative ways with the Capital District in addition to the conventional salon business of cuts, styles & color services.

More information about the Moisture Salon Grand Opening and new services is available from Ron Suriano at 518-925-8136 or at moisturesalon@gmail.com.

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