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FOR IMMEDIATE RELEASE

Beauty Heaven Caters to Irvine's Growing Executive Population

Beauty Heaven, Orange County's newest luxury salon specializing in hair color, hair cutting, Great Lengths and Hairlocs hair extensions, has joined a growing list of local businesses recognizing the special needs of Irvine's expanding executive population.

Beauty Heaven's website www.beauty-heaven.net has several features tailored specifically to busy professionals. An online appointment scheduler offers customers the ability to make, view and manage their upcoming appointments from any computer with Internet access. A feature called "next available" allows clients to see if their favorite stylist might have room for them that day due to a last minute cancellation. Confirmations are sent via e-mail and contain the appointment date, time, duration, stylist, and service.

Beauty Heaven has created several other services and promotions for its growing, time challenged clientele. The salon has set up wireless Internet access for clients who need to check their e-mail during their appointment. After hours and Sunday appointments are offered, upon request, to customers who have very limited time and cannot come in during normal operating hours. The Beauty Break promotion, which gives two or more people 15% off their color services when they book their appointments for the same time, is for customers who want to come in to the salon but also want to use that time to catch up with a friend. Complimentary cappuccinos, lattes, soda and bottled water are presented to every customer to save them a trip to the coffee shop.

"Creating and operating Beauty Heaven is my second career," says Ann Merin, Beauty Heaven's owner. "I worked in Advertising and Marketing for almost 15 years so I know what it's like to have limited time. I wanted to make it as easy as possible for our clients to get the services they need in the way that best suits them."

Beauty Heaven also strives to make communication between its clientele and their stylists more efficient by enabling them to speak directly. "Most salon owners don't want clients contacting their stylist directly, but here we encourage it," says Ms. Merin. "Each stylist is given their own phone extension and e-mail address. If a customer has a question or special request we want them to be able to speak directly to the person who can best help them – often that's their stylist."

Beauty Heaven is a full service salon specializing in hair color, hair cutting, Great Lengths and Hairlocs hair extensions, NOVALASH eyelash extensions and makeup application. It is located at 2626 Dupont Drive, Suite A-30, Irvine, CA 92612 in the Jamboree Promenade Shopping Center on the corner of Jamboree and Dupont. More information about Beauty Heaven can be found on the salon's web site at www.beauty-heaven.net or you may contact Ann Merin, owner, at 949-309-2462 ext. 701 or via email at ann@beauty-heaven.net.

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