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For Immediate Release

Jennifer Slywka from Head West Salon in Auburn N.Y.

Discovers innovative Hair Techniques

At the Redken 2003 International Symposium

January, 2003- Jennifer Slywka from Head West Salon Auburn N.Y, started off 2003 with an inspirational dose of hair design and color education at the Redken 2003 International Symposium at the Mandalay Bay Resort and Casino in Las Vegas Nevada.

Over two days, Jennifer Slywka learned the latest techniques in achieving superior results from leading professionals in the industry. Courses such as Express Color: Absolutely Fabulous! And Breaking the Bob Exposed Jennifer Slywka to tried-and-true haircolor formulations and creative new hair design techniques, while TREND SUPPORT gave tips on how to stay ahead by conceptualizing new ideas. And the beauty and fashion trend reports, presented by SEVENTEEN and ALLURE magazines, were a highlight of the event. Getting the inside scoop on trend information is invaluable to a professional!

Salon professionals from around the globe were in attendance, allowing Jennifer Slywka the opportunity to exchange ideas with her international counterparts and to stay up to date on the latest styles happening on the streets overseas. At the same time, Jennifer Slywka was able to keep in touch with family, friends and clients by logging-on to e-mail at the .COM CAFE.

Among the designs that were presented to attendees were some of the hottest looks worn by Hollywood style-makers like Halle Berry and Reese Witherspoon. Attendees learned the techniques that are essential to fashion these styles so that they can be recreated on their own clients!

Consumers interested in shiny beautiful haircolor, the latest hairstyles, and quality service can call Head West Salon at 252-HAIR [4247] to make an appointment.